

# LIFE

TEAMSTERS, PART II  
WHAT HOFFA SAYS HE'LL DO

LIFE IN WASHINGTON  
BY MRS. SHERMAN ADAMS



THE ADAMSES RELAX

MAY 25, 1959 **25** CENTS





## How many ways can he hurt himself today?

In his wonderful world of growing up, a boy builds a boat . . . a hammer slips—and a little knuckle is skinned.

You know, try as you might, you can't *always* prevent such things. So you soothe his hurt and dress the wound, for you know, too,

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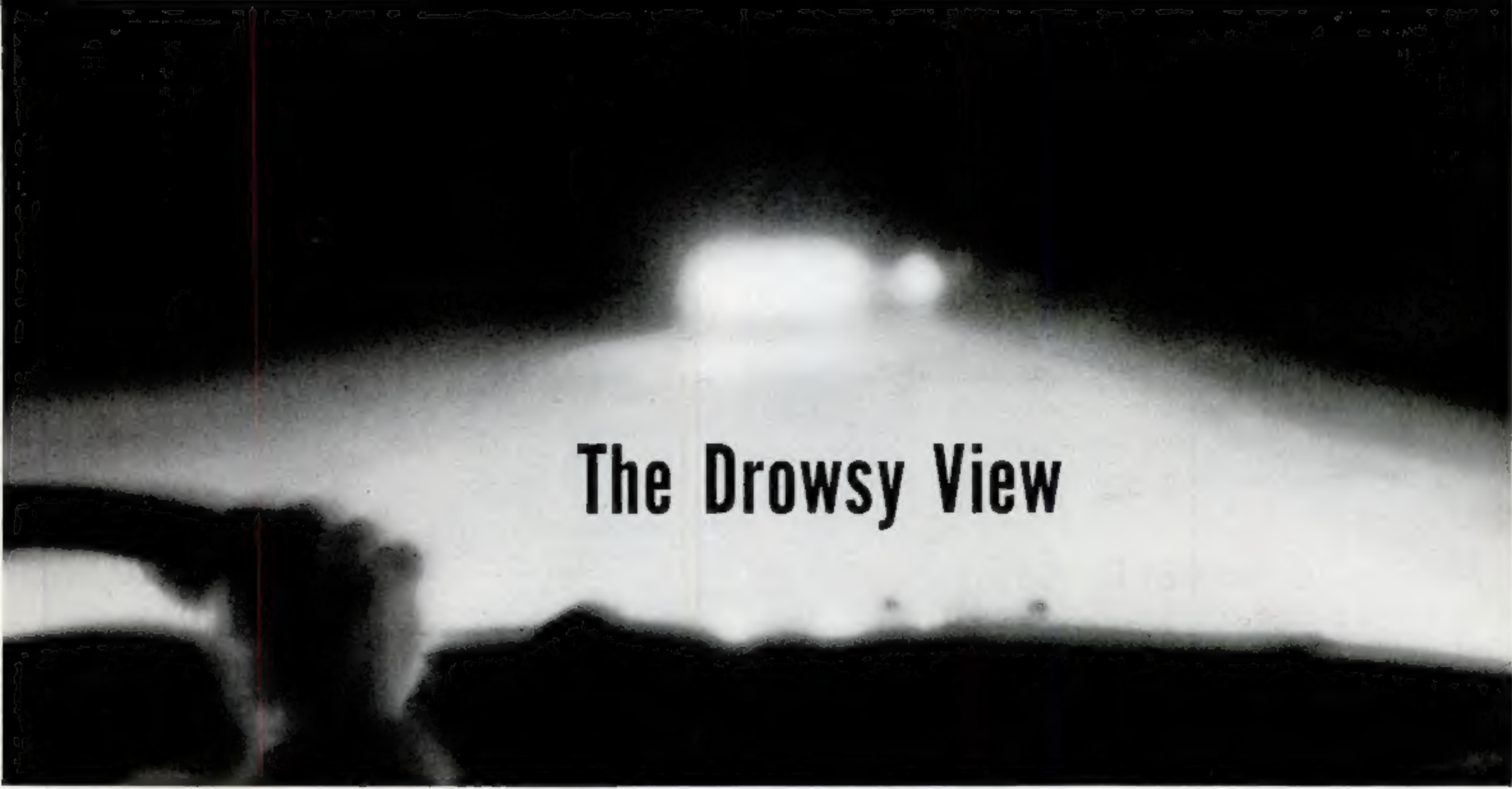
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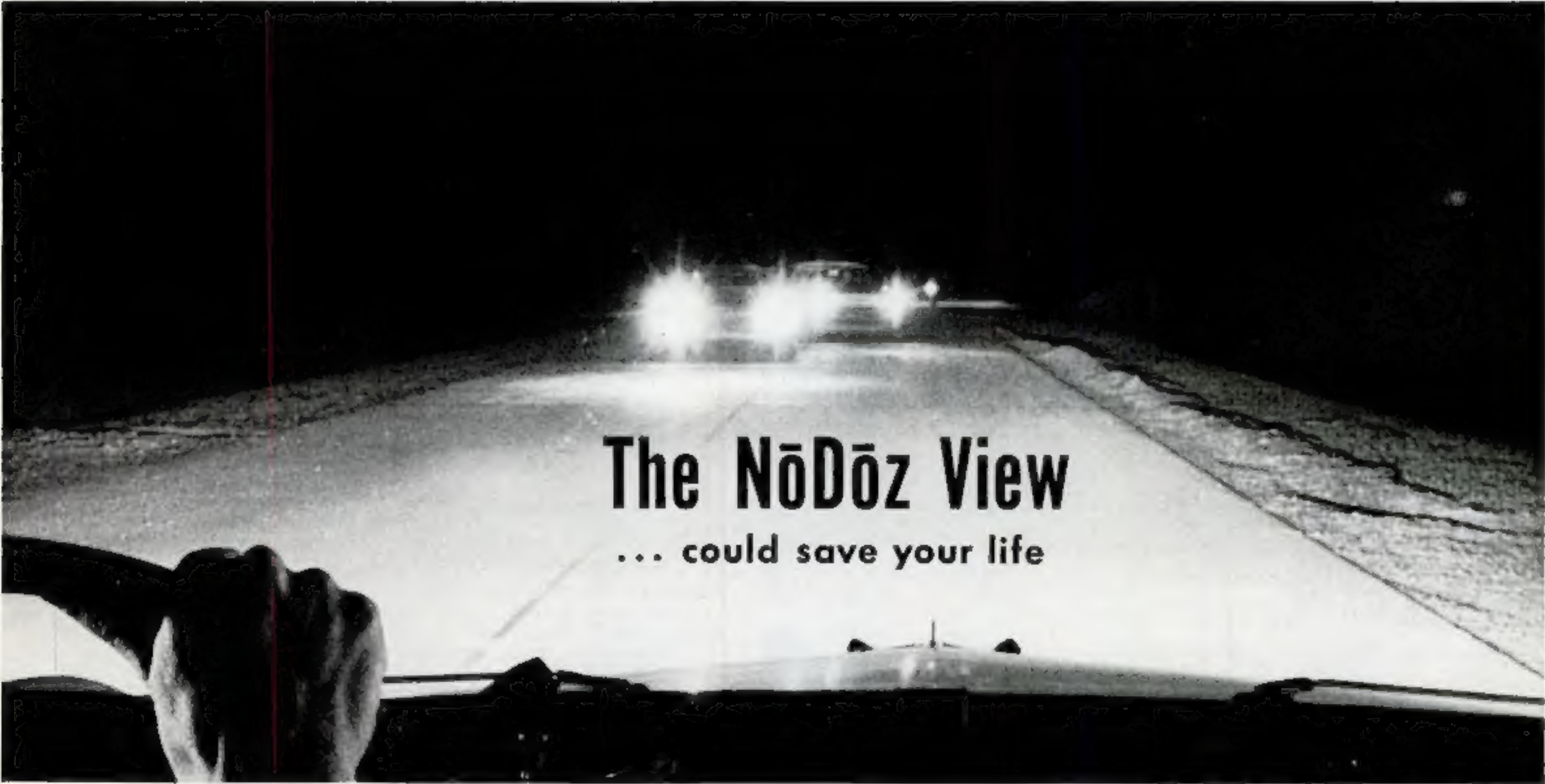
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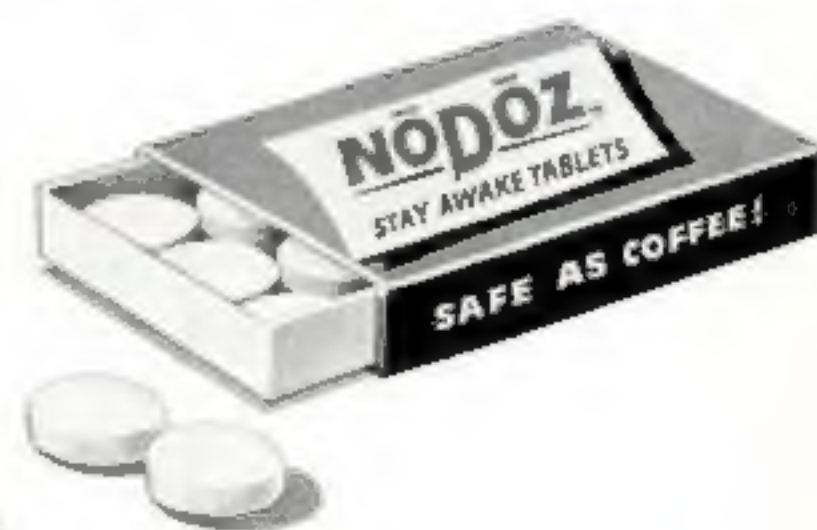
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## The big issue: Berlin

As the foreign ministers of the big powers meet in Geneva to argue the fate of Berlin, LIFE shows the divided city, the landmarks that record its crises and its 1959 spirit.



BERLIN LANDMARK

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## COVER

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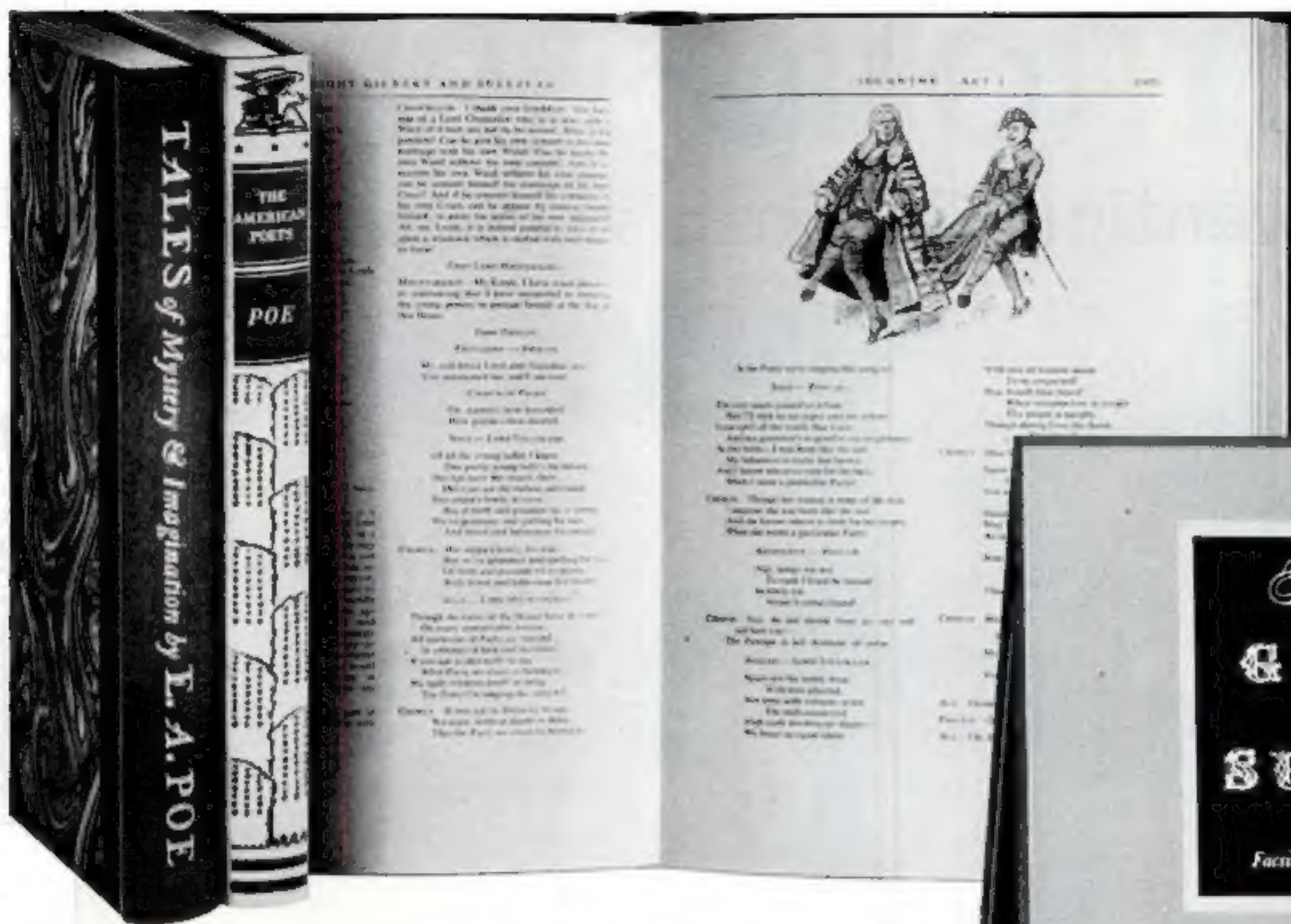
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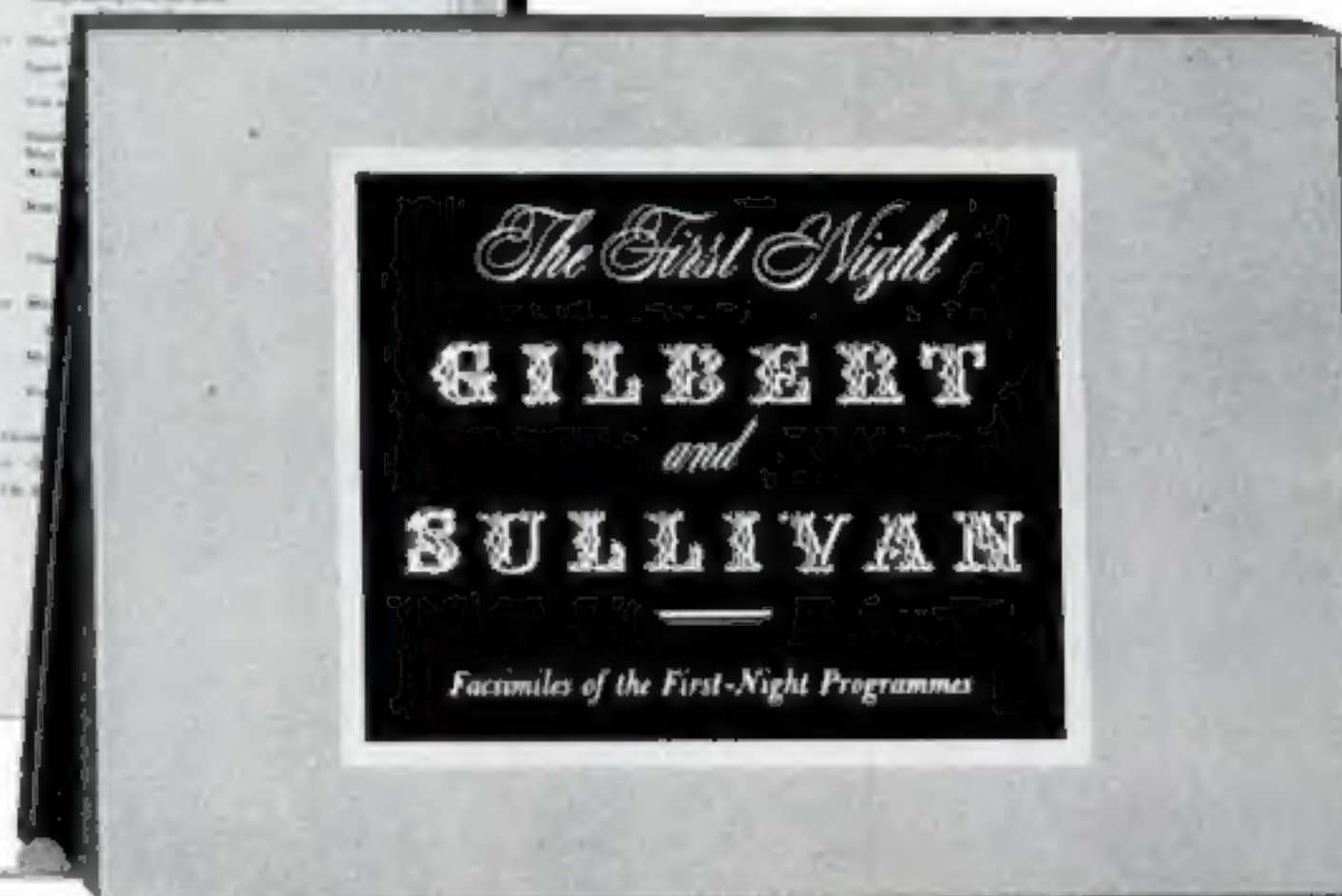
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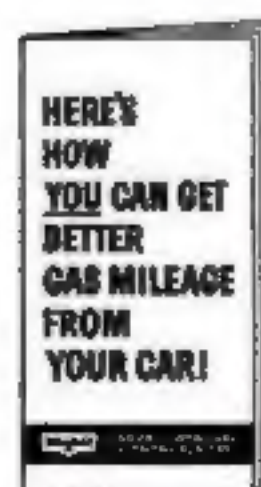


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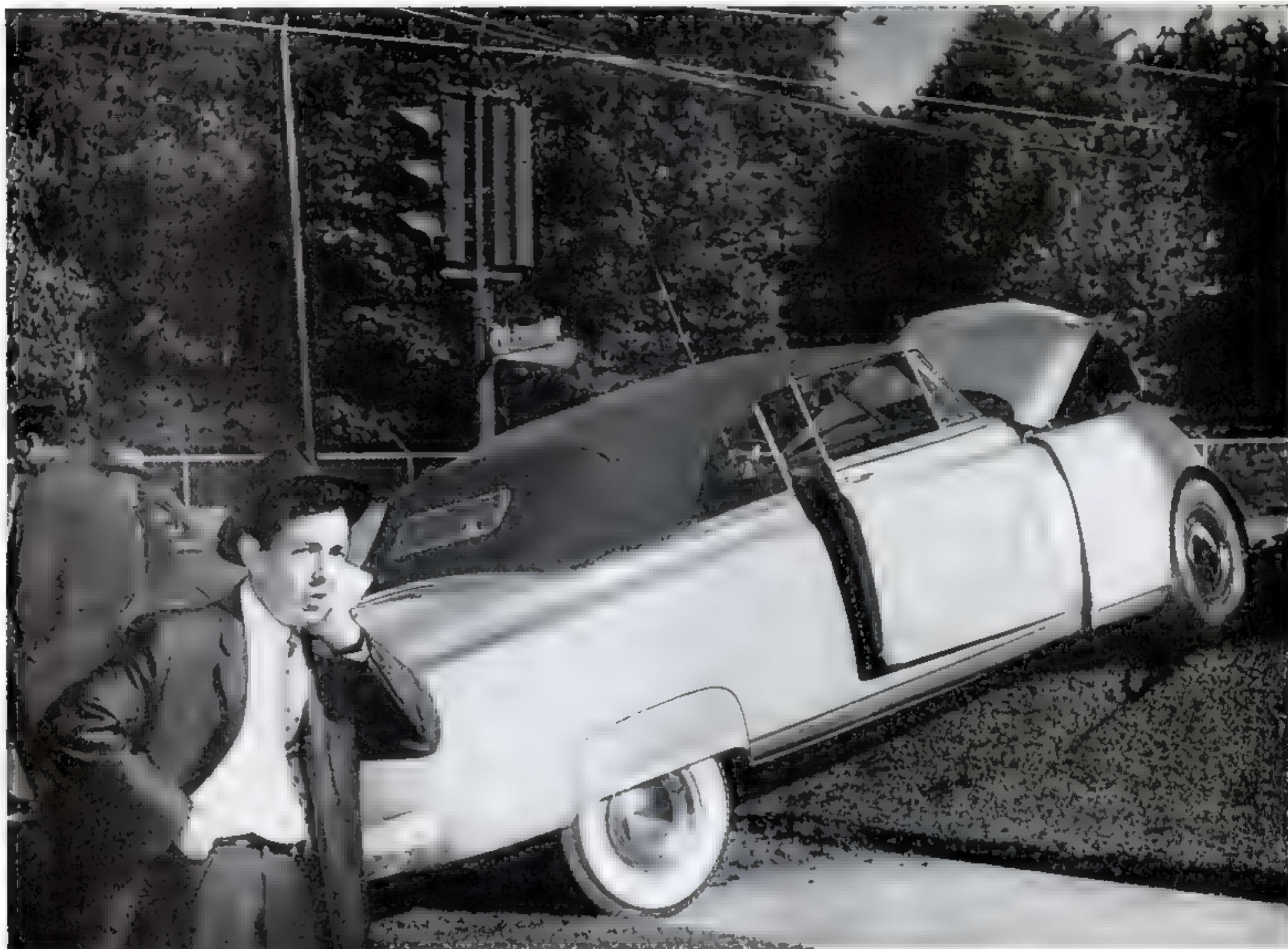
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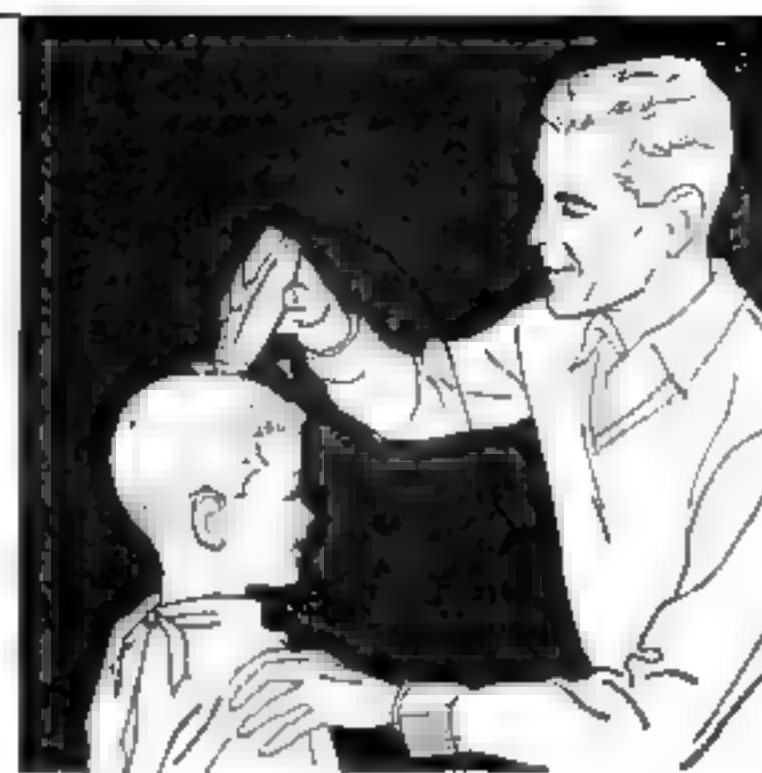
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With barbershop prices at an all-time high, parents are asking: Are home haircuts decent-looking? How much can I save cutting my kids' hair at home with Supreme Home Haircutters?



## Questions and Answers about home haircutting

Q: Is it hard to cut hair at home?

A: NO. If you can comb hair, you can cut hair. Supreme makes home haircuts foolproof with trimmer attachments that work on a comb principle. You simply "comb in" a perfect trim on the sides and back of neck, or give neat crew cuts. You can't go wrong.

Q: Are Supreme haircuts better than a barber's?

A: OF COURSE NOT. A barber is specially trained for his work and does it better than anyone else. But when you use a Supreme Electric Home Haircutting Kit, results are so professional that only an expert can tell the difference between a barbershop haircut and a home haircut.

Q: What is the biggest advantage of cutting hair at home?

A: PLAIN AND SIMPLE, ECONOMY. Every time you cut a child's hair, you save about \$1.50. In a family of four or five, this adds up to quite a sizable sum over a period of a year—enough to buy wonderful presents for the children next Christmas.

Q: Do all electric home haircutters offer such saving?

A: NO. The haircutter must give professional results that satisfy everybody. If it doesn't, you'll discard it and be "out" the money you paid for the machine.

Q: Then there are differences between electric home haircutters?

A: VERY DEFINITELY. Supreme Electric Home Haircutters are designed for easy use by anyone. Other brands lack exclusive Supreme features and refinements.

Q: How much does a Supreme Electric Home Haircutting Kit cost?

A: KIT SHOWN BELOW COSTS \$14.95 (suggested retail price). Includes plastic storage tray that holds clipper, barber accessories, 4 trimmer attachments, instructions. Other complete Supreme Electric Home Haircutting Kits from \$10.95.\*

Q: Where are Supreme Kits sold?

A: At drug, department and hardware stores.



\*Available in Canada at slightly higher prices.





VIEW OF NEW BRAUNFELS IN 1855. BUILDING (RIGHT) IS SONG FESTIVAL HALL

## HOW THE WEST WAS WON, PART V

Sirs:

I have been absorbed by your "How the West Was Won" series.

There is a seldom told segment of western history that may interest you. In 1814-45 several thousand Germans arrived in Texas under the auspices of a society of German noblemen. Many of the settlers were victims of political tyranny at home. Their town, New Braunfels, was named for Prince Carl of Solms-Braunfels, the leader of the first contingent.

It was a prince and peasant populace, but class distinctions were frowned upon. A count became the first innkeeper; the son of Hanover's prime minister, a farmer, a baron, a brumebuster Baron Ottfried, Hans von Meusebach, who became John Meusebach, negotiated a peace with the Indians opening a vast stretch of previously hostile territory. Ferdinand Lindheimer, cousin of Goethe, was editor of the first newspaper. The local music master had studied under Liszt.

Throughout its history, New Braunfels has been strong on individual conscience. Although the Civil War monument on the Main Plaza is duplicated in

many towns and cities throughout the South, its inscription is not. It is dedicated to the soldiers of the Civil War, not to the Confederacy alone.

MARJORIE COOK

New Braunfels, Texas

Sirs:

The Indian Wars are over now and a shameful story it is. Here is one Pawnee Indian who feels free to complain about the way paleface writers insist on portraying the poor red man.

They hit fast and lightly on the causes of the Indian uprisings and then go into bloody detail illustrating the cruelties perpetrated against the noble white men, a deadly enemy who broke treaties and at least once poisoned the food of tribal chieftains called into council to discuss still another "peace" treaty.

GORDON F. ADAMS

Pawnee, Okla

Sirs:

Your splendid series is one of the most exciting in your long list of provocative ventures into the subject of stimulating Americana. But lovers of the art of C. M.

# LETTERS TO

Russell, particularly Montanans who know that his *Toll Collectors* is a vital part of our great permanent collection, are gunning for the guy who credited it to the National Collection of Fine Arts.

MICHAEL KENNEDY  
Director

Historical Society of Montana  
Helena, Mont.

## MARTHA HYER

Sirs:

There is enough purposeless materialism and unashamed hedonism in this nation without your extolling it in your article about Martha Hyer, a "woman to be envied" ("Nothing but the Best," *LIFE*, May 4).

GERALD MANNHEIM

Wheaton, Ill.

Sirs:

Thanks a million for the article on Martha Hyer. It was beautifully written and the pictures were very good. I admire her very much and she is a fine actress.

MIRIAM HOLDEN

Needham, Mass.

Sirs:

While reading *LIFE* today I looked out my hospital window and saw my "Sheffield tea service"—my husband—holding up, for me to wave to, my "20-month-old Dior mink coat"—my son. And then carried into my room was my "2-day-old Picasso painting"—my daughter. You see, I allow myself the privilege of "nothing but the very best."

PHYLLIS GABB

Royal Oak, Mich.

Sirs:

... Oh come now! Since when is a date with Mr. Sinatra (even to a dull film gala) a chore?

JERT E. REISEN

La Habra, Calif.

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578

● Yes, he is, and Commander Calvert remembers Vinson Weber as one of the two best teachers he ever had. The other was his English teacher, now Mrs. Vinson Weber.—E.D.

I have read with interest the editorial, "A Tax Cut You Can Afford" (LIFE, April 20). While the editorial emphatically sets forth the critical situation in agriculture and underscores the urgent need for prompt action by the Congress, some of the arguments are not wholly

SEE HIGH CAPACITY 1 HP, 1½ HP, 2 HP MOBILAIRES ON DISPLAY AT YOUR WESTINGHOUSE DEALER

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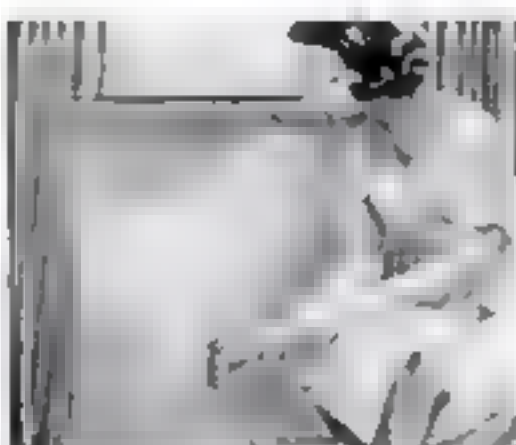
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## LETTERS TO THE EDITORS

CONTINUED

supportable and the conclusion that the whole program should be scrapped is action considerably more drastic than is warranted.

Farmers are not to be blamed for the high cost of surpluses and outmoded agricultural programs. Rather we should praise the farmer for the job he is doing in providing the food and fiber basis for the American standard of living and sympathize with his problems. Farmers are harassed by a cost-price squeeze resulting from the sharp rise in costs which occurred in the 1939-52 period and which has hardened into the economy.

The big majority of farmers aren't asking for tax handouts from government. They are asking for more freedom, less government interference, more common sense in farm programs — of that I am convinced. Four-fifths of agriculture is free of controls and doing well.

I am principally disturbed by the implication that our farmers and ranchers are wallowing in government handouts. Only a little more than half of the \$7.3 billions in estimated expenditures for agriculture this fiscal year can be called direct aid to farmers.

America's agriculture has been victimized throughout the past 10 years through the failure of the Congress to make needed changes in old, outmoded legislation, some of which was needed to meet the wartime emergency. Many of our farm families and the taxpayers will continue to reap the sad economic consequences of obsolete rigid programs unless recommended changes governing our price support laws are made without delay.

EZRA TAFT BENSON  
Washington, D.C.

Life has often praised the superb job that the farmers have done in improving their efficiency. However, the cost of the "outmoded agricultural programs," as the Secretary calls them, is now so preposterous in relation to their public benefits that drastic solutions seem to be called for.

Four-fifths of agriculture is indeed free of controls and doing well. That is why LIFE urges that the other fifth also be freed of control.

As to Secretary Benson's charge that LIFE had overestimated the amount of the government handouts, the figure (\$5.4 billion) used in the editorial was taken from the President's Jan. 29 message to Congress on agriculture.—ED.

Sirs

Your editorial, "Tax Change and More Income," amused me.

The majority of the tax reforms advocated would in effect increase the tax burden on low and middle-income groups, particularly those whose income derives from salaries.

Furthermore, it is proposed to lower maximum income tax from 91% to 60% of income, this change providing greater incentive to "our ablest citizens." May one point out that our ablest citizens include teachers, scientists, engineers, nurses, etc., all salaried and none of whom would benefit from your tax reduction.

JONATHAN SEIFT  
New York, N.Y.



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## Only Helena Rubinstein could create COLOR LIFT —the first color rinse that lasts through 5 shampoos !

**F**abulous success story! Never before have American women given such a welcome to a hair cosmetic. With new COLOR LIFT, Helena Rubinstein has revolutionized color rinsing!

Only new COLOR LIFT can rinse such vibrant, natural-looking color into your

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COLOR LIFT is not a permanent dye. It's the first color rinse guaranteed to

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# LIFE

Vol. 46, No. 21

May 25, 1958

## LOOK OUT! BIGGER FARM SURPLUSES COMING CORN, CORN AND MORE CORN

It was the rumbling start of a Gargantuan joke on the U.S. economy. And those who knew the punch line were getting set for it—like the workmen in Henrietta, Mo., banging together a new 36,200-bushel bin to store new farm surplus (*above*). In the heartland of the republic farmers in a mechanized army (*next pages*) were planting for the biggest corn crop in the nation's history. They were expanding 1958's 75 million acres from 15 to 25%. This urge to produce could pour some four or more billion bushels of corn on the market. Of this, around a billion bushels would be added to the bursting 1.5 billion bushel surplus already in storage in the U.S. The grotesque comedy

of a giant corn glut, of plenty that would benefit no one, had begun and nothing but an act of God in the form of weather could stop it.

The coming corn deluge was the latest proof of the mess politicians have made of the farm program. Last fall Washington asked corn farmers to vote for either continued control on the acreage a farmer could plant or abolition of controls with lower government support prices. Farmers chose the latter and are now planning to more than recoup, through corn volume, what they lose through lower supports. All that the taxpayers who pay for corn supports and corn surplus storage can say is, "Run for the hills, the dam has busted."



## OVERPRODUCING GETS START IN GOOD PLANTING

On the Hamilton farm near Hampton, Iowa, where corn acreage is being raised 20%, planting proceeds. Tractor at left is going over soil with tandem wheel disc and drag. In the row already dragged, a second tractor (center) follows with field cultivator and another drag. At right, farmer Lawrence Hamilton drives six-row planter which puts in seed and fertilizer. Three men can prepare and seed 70 acres of corn in a 11-hour day and such mechanized efficiency helps pay up the corn cost. Although he is increasing his own acreage, Hamilton and his neighbors (top page 26) feel planting restrictions would be right and acreage is based on compliance with restrictions.











A SUPERPLANTER, working eight rows at a time, is used on James Jorgenson's farm near Hampton.

Boxes at right add a charge of chemical fertilizer to get hybrid corn seed off to fast growing start.

## THE HOGS EAT IT—BUT NOT ENOUGH

The corn glut, being helped along by increased application of fertilizer (above) and use of hybrid seed corn (below), may have a profound effect on America's pigs. Hog raisers use an index called the corn-hog ratio, the price of a hundred pounds of live hog in proportion to the price of a bushel of corn. A ratio of 14-1 or higher is profitable for hog raisers. Right now, with hogs at \$16 per 100 pounds and corn at \$1.10 a bushel, the ratio is 14.5-1. If corn

prices drop, the ratio will be even better and hog production will increase.

Were the price of corn unsupported, a bumper crop would drive it down so that hog raisers would rush to the pens to convert corn to pork. Even with support in effect much corn is bound to find its way into the pig crop. This may lower the price of pork to the consumer. But what the consumer saves will not nearly equal the taxes he pays for the runaway farm program.



HYBRID SEED CORN, whose quality accounts for high yields, is loaded on truck at Grand Ridge, Ill.



GOOD-LOOKING SHOOTS, three weeks old, are examined by Henry Beckman on farm in Missouri.



GOOD-LOOKING HOGS are fattened on the Myron Jepsen farm near Cedar Falls, Iowa. Hogs are





greatest single consumer of corn in the U.S. farm  
beat out ever at that time. It not eat nearly enough

to consume the surplus. Notches in ears of pigs are  
farmer's way of keeping records. Notches in the

barrow at right show that he was from year's 23rd  
litter (right ear) was 1st, born in litter (left ear)





**DELIBERATIONS OVER BERLIN** occupy Big Four ministers in Geneva. Russian, British, French, U.S. delegates (counterclockwise from foreground) are at a

round table, as the Russians wanted. At ultranarrow table on West side are East Germans (left foreground) and West Germans, with their partners in talks.





IN WEST BERLIN, LEFT AS REMINDER OF WAR'S DESTRUCTIVENESS, KAISER WILHELM CHURCH STANDS AMIDST NEW CONSTRUCTION AROUND BREITSCHIEDPLATZ

# CRISIS FOR AN OUTPOST OF FREEDOM

Isolated West Berlin, subject of the foreign ministers' debate, stands fast

Beneath a giant painting representing, perhaps ironically, the solidarity of mankind, the foreign ministers of four great powers sat down in Geneva (*opposite page*). But though they were close together at the table, they showed themselves to be as deeply divided as the two halves of Berlin (*above and below*)—a division, in fact, which had triggered the meeting.

When the Russians last winter threatened to cut West Berlin off from the West by signing a peace treaty with East Germany, the Allies were virtually forced into this conference. At the meeting the West proposed a package plan calling for free elections for Berlin, gradual reunification of Germany and eventual reduction of military forces. Russia offered a counterproposal which would, in effect, split Germany permanently.

As the first week of the talks ended it was hard to believe the foreign ministers were doing anything but shadowboxing as a preliminary to the

expected main event—a summit meeting. Far more substantial than the fancy dan footwork of the diplomats was the existence of a flourishing and sassy West Berlin. It is true that its citizens, themselves almost defenseless militarily, can only sit by while others decide their fate. Nevertheless, West Berlin has cast its lot with the West, and has become a showplace for the success of freedom. Each day, to the embarrassment of the Soviets, some 500 refugees flee to the West from East Berlin.


Russia will not cease to belabor West Berlin. The Allies cannot, morally or practically, let it fall. East Berlin, crushed after the 1953 riots, is now becoming an important center in Russia's new industrial integration of its satellites. The Soviets will never willingly let it go. The people of the city whose divided existence and stormy history are shown on the following pages have made it clear they are not about to let freedom go either.

IN EAST BERLIN AS A RECENTLY BUILT SHOWPIECE FOR COMMUNISM, STALIN-ALLEE IS A RIBBON OF RECONSTRUCTION IN THE MIDST OF WIDESPREAD RUIN



CONTINUED





TEGEL  
AIRFIELD

Canal

SIEMENS  
ELECTRICAL WORKS

WEST BERLIN  
POWER PLANT

OLYMPIC STADIUM

CHARLOTTENBURG PALACE

BISMARCK-STRASSE

FUNKTURM  
(RADIO TOWER)

GRUNEWALD  
(FOREST)

KURFÜRSTEN DAMM

## WHAT TALKS ARE ABOUT: GREAT BUT DIVIDED CITY

The Berlin which the great powers are wrangling over at Geneva is a city of over three million people that sprawls over 311 square miles along the river Spree. Much of Berlin is shown here in a detailed drawing—with some old and new landmarks enlarged. The area in red is part of East Berlin, whose 1.1 million inhabitants are controlled by the Soviets and their German Communist puppets. The rest of the city is free West Berlin, with a population of 2.2 million, which is protected by the presence of the three Western powers.

Destruction during World War II, later rebuilding, and the division between East and West have dramatically transformed Berlin. The prewar city's play spot along Unter Den Linden is now a grim, still half-ruined street in East Berlin. West Berlin has new pleasure sites—the bright cafes and shops along Kurfürstendamm, the lavish Berlin Hilton Hotel and the trim Hansa apartment district. The old university and city hall are in East Berlin, so West Berlin has established its own counterparts. East Berlin has nothing to match the Western Siemens works, headquarters for the biggest electrical goods firm in Germany.

For all its change the city of Berlin still shows sights and stamps of a long and crisis-filled history (on a page 5). But the new West Berlin section has several special points of interest—the waterways, railways, roads to the Autobahn and airports that are the city's life lines to West Germany, 100 miles away.

FREE UNIVERSITY





## Spree River

REICHSTAG

**MARIENKIRCHE**

## HANSA DISTRICT

**CONGRESS HALL**

## BERLIN CATHEDRAL

## STALIN-ALLÉE

UNTER DEN LINDEN

**EAST BERLIN  
CITY HALL**

17 JUNI STRASSE

**SIEGES-SAÛLE  
(VICTORY COLUMN)**

**BRANDENB  
GATE**

SOVIET EMBASSY

## TIERGARTEN

**BERLIN HILTON  
HOTEL**

**KAISER WILHELM  
MEMORIAL CHURCH**

**ALLIED CONTROL  
COUNCIL BUILDING**

**WEST BERLIN CITY HALL**

TEMPELHOF  
AIRFIELD

**Sender Post**





**THE PARADE OF HISTORY** in Berlin has traditionally passed through Brandenburg Gate, city's most famous landmark, shown across the top of these pages. Napoleon (center, front) in 1806 leads troops through gate after defeating Prussia.



**GERMAN VICTORY** in 1870-71 Franco-Prussian War brought Prussian Wilhelm I (left) riding through Brandenburg Gate with his army. War helped unite separate German states into a modern nation which Wilhelm ruled as first kaiser.

## CITY'S FAMOUS LANDMARKS TELL ITS TROUBLED HISTORY

The Berlin landmarks shown here, all of them mapped on the preceding pages, are witness to the series of historic crises that the city has lived through. The Brandenburg Gate (above), completed in 1791 under Frederick William II, was a symbol of rising Prussian power. But Napoleon marched triumphantly under it after his triumph at the Battle of Jena in 1806 and ordered the statuary on top of the gate shipped to Paris as a



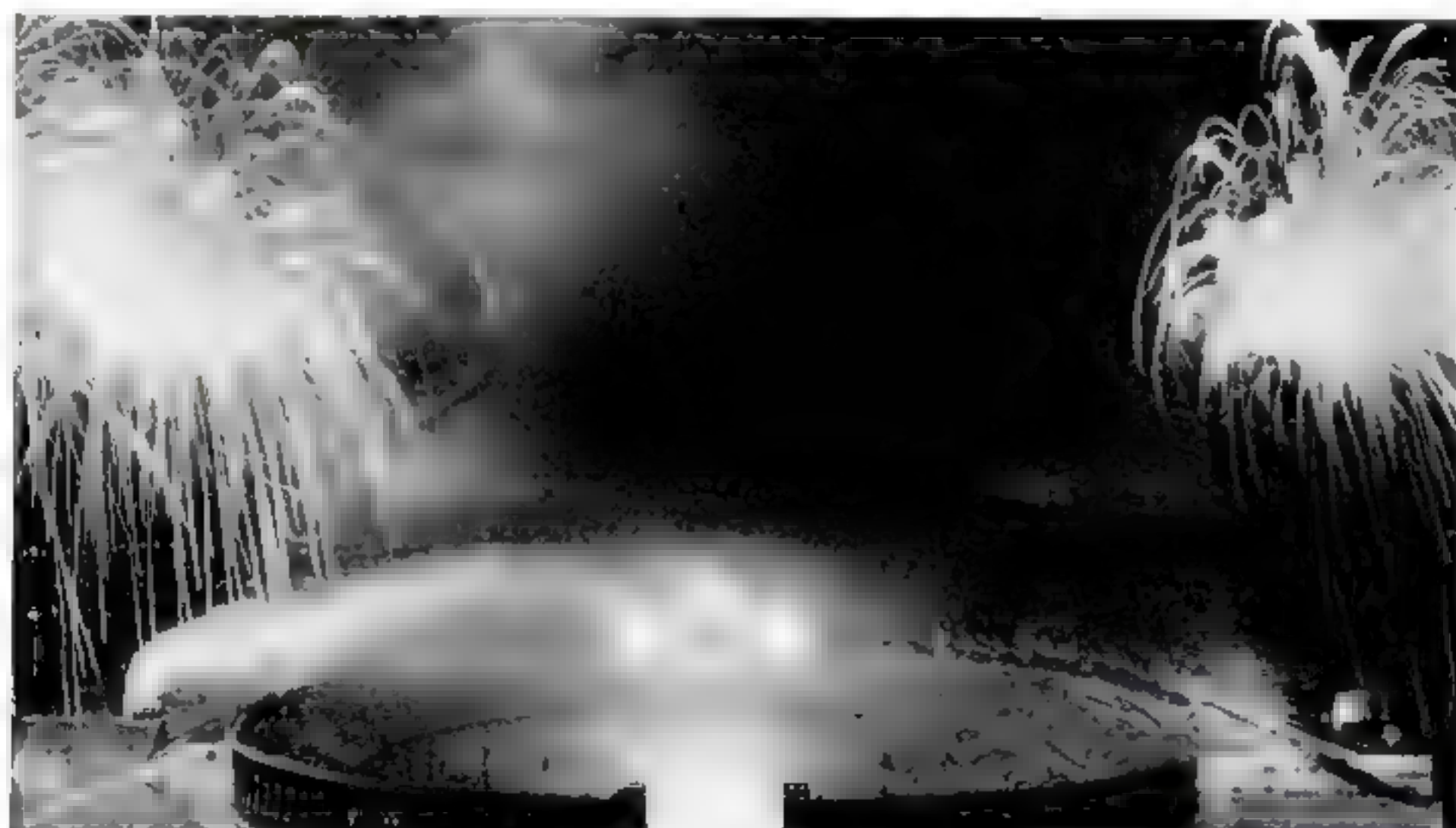
**IN THE REICHSTAG**, Germany's main legislature, "Iron Chancellor" Otto von Bismarck (left) dominated from 1862 to 1890. He was the architect of



German nationalism. In 1933 the Nazis burned the Reichstag (right) so Hitler, then chancellor, could use trumped-up crisis to install himself as dictator.



**IN BERLIN CATHEDRAL** Kaiser Wilhelm I lay in state before funeral in 1888. His death brought an end to 26 years of autocratic but sound government.



**OLYMPIC STADIUM**, here lit by fireworks, was built for the games in 1936. Despite Hitler's boasts of Aryan supremacy, a U.S. Negro was star of games.

**OVER VICTORY COLUMN** marking 19th Century triumphs, the dirigible *Graf Zeppelin* bore Nazi swastika. Zeppelin was one sign of German air capability.







**BEFORE WORLD WAR I** in 1909 England's Edward VII (at left) rode by gate with Kaiser Wilhelm II. Edward tried to ease Anglo-German rivalry.



**PORTENT OF WORLD WAR II** was state visit to Hitler (right, front) by Italy's Benito Mussolini in 1937. They had formed Rome-Berlin axis in 1936.

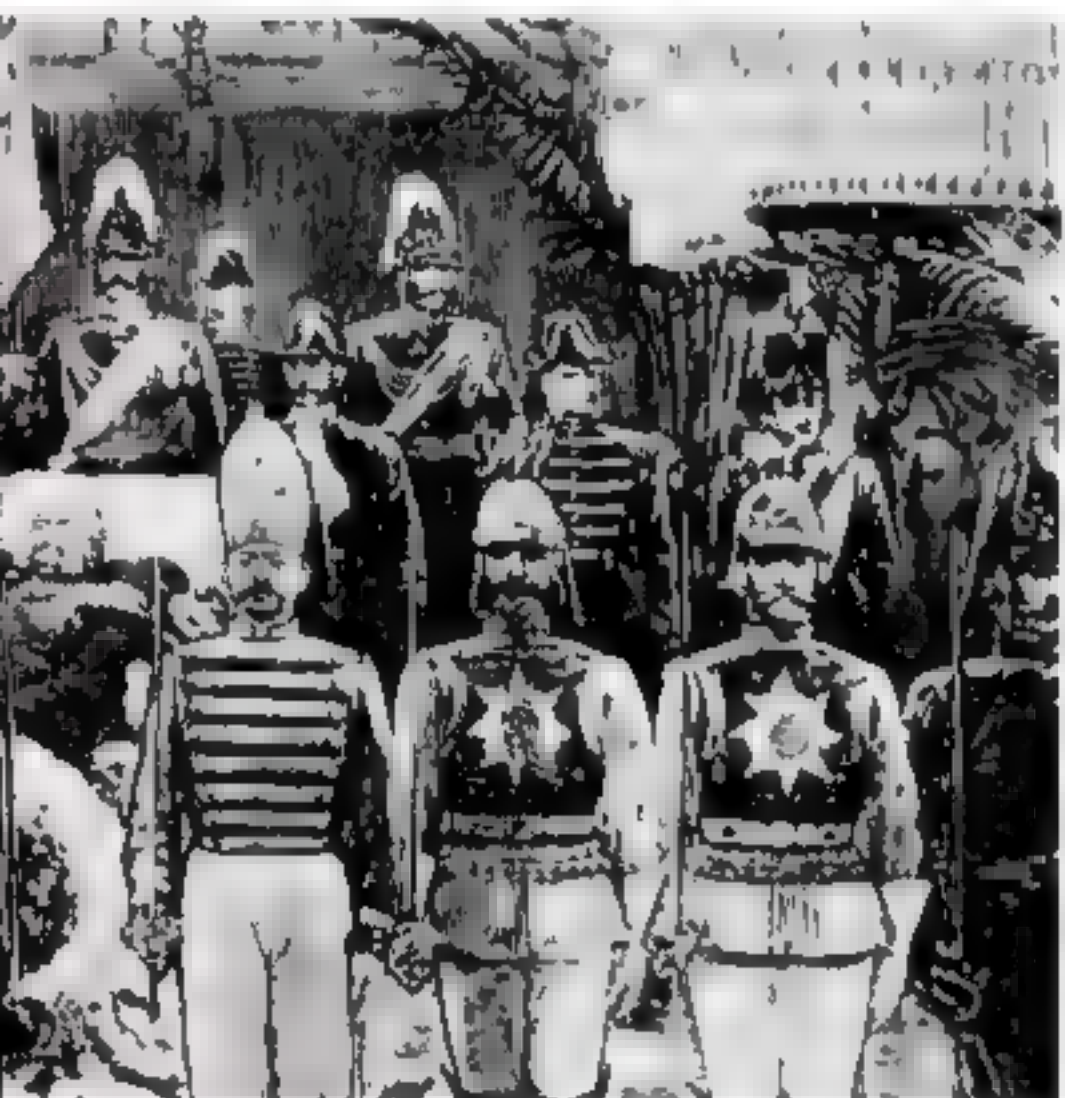


**DEFEAT OF NAZISM** brought Soviet tanks to the war-battered gate in May 1945. The statuary on top of gate was replaced recently (Life, Nov. 17, 1958).

trophy. Prussia regained its strength and won back the trophy in 1814.

After that, Prussian power brought surrounding states under its control, first in a German confederation, then in the German Empire with Berlin as its capital and Kaiser Wilhelm I as its chief. With the defeat of France in 1871 and the ambitious policies of Bismarck (below, left) the empire expanded and Berlin became the pivotal point of Europe. Then

came the first world war and ruin. With Germany's resurgence under Hitler, Berlin turned into the fatal center of the Third Reich. Struggling out of Nazism's wreckage after 1945, the people of divided Berlin faced the enmity of Russia. In 1948 West Berliners endured a Soviet attempt to blockade and engulf them. Last week, on the anniversary of the airlift victory (bottom, right) they showed themselves ready to resist again if need be.



His successor, Kaiser Wilhelm II, dismissed Bismarck as chancellor to embark on less conservative policies at home, imperialistic expansion abroad.



**BY THE TIERGARTEN**, a royal hunting preserve become a public park, Kaiser Wilhelm II (center) appeared with General Paul von Hindenburg (right)

in 1906. Influence of the military in Germany was rising. German naval growth was angering England, and the kaiser was seeking more influence in Africa.



**AT TEMPELHOF AIRFIELD** West Berliners gathered last week before memorial to mark 10 years since Allies' airlift broke Soviet blockade of the city

by flying in supplies for a year. Speaking at the ceremony, West Berlin Mayor Willy Brandt declared, "We are ready to brave new hardships if need be."



Donald Quarles, Deputy Secretary of Defense, was one of those quiet, selfless, brainy workhorses without whom the vast federal bureaucracy could scarcely run at all. His death last fortnight revealed how nearly indispensable he was to the Defense Department, which is short of knowledgeable civilians of his steady, professional type. Its turnover is alarmingly rapid even by the standards of the Eisenhower administration: Secretary McElroy himself has been poised for flight for months.

Quarles was ideally suited both by training and temperament for high public service in the missile age; he brought a solid background in science and administration from Yale, Columbia and Bell labs, and he had an ascetic affinity for a 6-day week of 18-hour days. Since the fate of whole industries depended on some of his budget decisions, he made plenty of enemies. But he was an outstanding example of the kind of man President Eisenhower, as he told the press last week, has been seeking for six years: "real public servants" of "competence . . . character and integrity," and experienced in the strange ways of Washington. Such men are tragically rare.

Then why has the Senate been trying to make them even rarer? Seldom in its history have senators exercised their power of confirmation with more capricious and vindictive delay than in the last few weeks. Of 40-odd major presidential appointments still unconfirmed last week, the nastiest case was that of Lewis Strauss, Secretary of Commerce.

Hostile committee witnesses were given a 10-session field day to throw rotten eggs at Strauss before any witness was called in his favor. Senator Anderson's loud charges assayed as much substance as a Hollywood gossip column written by the late

Senator McCarthy, yet got even more attention. The victim of all this was a man whom even his foes know to be a "real public servant" of topflight brains and experience, with a knowledge of Washington dating from the Wilson administration and extending through ten storm-tossed years on the Atomic Energy Commission. Strauss himself, in a general defense of his own integrity, felt obliged to protest this "defamation of a plain man who has done his best as he sees it for his country over many years," and added, "I had little thought as a young man that I would ever be called upon for such a statement."

As the left-Democratic New York *Post* remarked, the right way for Democrats to keep a man like Strauss out of office is through a presidential election, not a confirmation hearing. A president is entitled to the best qualified exponents of his policies he can find. So is the country. The more such men are harassed for reasons of political spite, the fewer "real public servants" will be available for service.

Ironically enough it is Ike's personal and political success that has diverted so much senatorial bile toward his recent appointments. The Democratic strategists have concluded that Ike himself is an unremunerative target of political abuse. The other targets against which they had been storing up ammunition—notably Dulles and unemployment—unexpectedly became taboo or are melting away. Frustrated, the Senators are throwing the ammunition anyway, at any target they think they can see. A little patience might have improved their aim. In their wildness, they have made "real public servants" even scarcer than they were before and thereby done harm to the national interest. That's never good politics.

## HOW TO DOUBLE COLLEGE SALARIES

At a time when America's liberal colleges are facing the greatest demand ever put upon them—by an exploding population and a widening desire for college education—they also face a crisis in finance and in standards. Their need to expand is thwarted by limited resources. The relatively low level of teachers' salaries makes it hard to keep first-class talent and even harder to attract it from higher-paid callings. For many of these colleges the issue is not merely the maintenance of their traditional academic standards, but whether they can survive.

In view of all this, if somebody came along with a scheme which he claimed would enable colleges to *double* the salaries of their teachers while at the same time admitting half again as many students, and without additional endowments, most people would think he was either a charlatan or crazy. Well, such a plan has been produced this week, and its author—Beardsley Ruml, famed for creating the "Pay as you go" tax plan—is not only perfectly sane, but as former Dean of Social Sciences at the University of Chicago, knows education and its problems inside and out (he also once ran Macy's and the Federal Reserve Bank of New York).

The heart of Ruml's plan is simple. It calls for a revolt of the college trustees. It demands that they stop being simply rubber stamps for policies actually determined by the college faculty and start using the authority which is, in fact, their responsibility to exercise under the charters which the states grant to colleges.

Ruml wants this done, not because he is anti-faculty, but because he is convinced that academic vested interests and internal politics prevent any faculty from ordering the drastic measures necessary to achieve what he believes is attainable. In brief, these are the measures:

- ▶ Sharply cut the total number of courses. Special and often needless courses, attended by few students, have proliferated

through practically all college curricula in a shapeless sprawl which fattens the catalogue but dilutes its nutritive content. The departments with sovereign interests in these courses won't cut them out. The trustees can.

- ▶ Abandon the superstition that a low student-to-teacher ratio is a measure of college quality. Raise it from the "ideal" 10 or so students per teacher to about 20. Install a few big lecture courses, attended by as many as 300 students, which would give teachers more time to devote to small seminars. At the same time reduce the teacher's classroom hours to nine a week, allowing him more time not only for tutorial instruction but also for research in his specialty.

- ▶ Abolish the present academic year of two semesters; replace it with three terms of 11 weeks each, with an optional fourth in the summer. The fourth term would increase plant utilization, dormitory rental and tuition income. By staggering vacations, four such regular terms can be maintained.

- ▶ Set as a goal the allocation of all tuition receipts to faculty salaries, thus pledging that all economies made in cutting fat out of the curriculum will go to improving salaries. Ruml shows various detailed models of how such reforms could literally double present salaries.

The Ford Foundation's Fund for the Advancement of Education financed Ruml's study. It is now publishing it, (*Memo to a College Trustee*, McGraw-Hill, \$1) in the hope of stirring up a nationwide debate of its merits. That debate should be healthy. Doubtless there will be yelps of protest from teachers fearful of trustees invading their academic freedom. But as they discover that present faculty policies have resulted, in effect, in self-inflicted pay cuts, they will see more sense in Ruml's proposals. After all, the chief aim of the proposals is the substantial raising of academic salaries, whose low level Ruml terms "the most serious general problem facing the colleges."

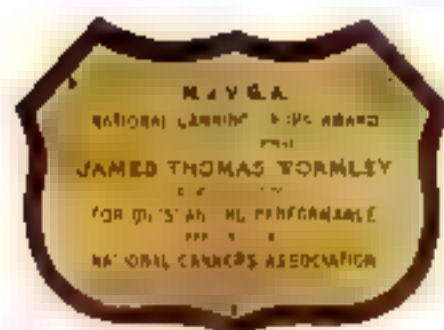


"To make the best, begin with the best—then cook with extra care."



## National champ grows Campbell Quality for you

*How Campbell's encouragement of young farm talent pays off in better eating*



The championship plaque you see at the left pretty well indicates, we think, the kind of quality vegetables that go into Campbell cooking.

It was won by James T. Wormley of Oswego, Illinois. His skill in growing Campbell Tomatoes was so superior that it won him top honors in the National Canning Crops Contest.

### *Campbell has many young "partners"*

Jim, who is just 16, is typical of the group of young men who grow tomatoes for Campbell's. And he's typical, too, of the many who have also won important awards.

This is how it all works. The boys' fathers supply the land. Campbell's supplies the plants and the latest scientific growing methods. And then the boys take over from there.

Campbell's role in this picture is all a part of what we call our Youth Program. One of the real pleasures of our agricultural department is to work closely with young farm talent like Jim. To give them incentive by buying from them. And even more important, to teach them while they are young, just what methods it takes to grow quality and to settle for nothing else.

### *Our kind of vegetables don't just grow*

Campbell's interest in this is pretty obvious, of course, and the pay-off comes at your table.

We like to help "grow" good farmers because that's what it takes to grow championship vegetables. And these are the vegetables we like to give our chefs to work with. The Campbell philosophy for bringing you good things to eat is all summed up in this one little phrase: "To make the best, begin with the best—then cook with extra care."





# The choosiest people just happen to choose **Post-Tens**

## Pick your own breakfast.

Eight great cereals (even new Post Alpha-Bits) in ten individual boxes . . . a different one for every member of the family. And every one loaded with fun, flavor and plenty of nutrition.



All Post cereals happen to be  just a little bit better!



# A LOOK AT THE WORLD'S WEEK

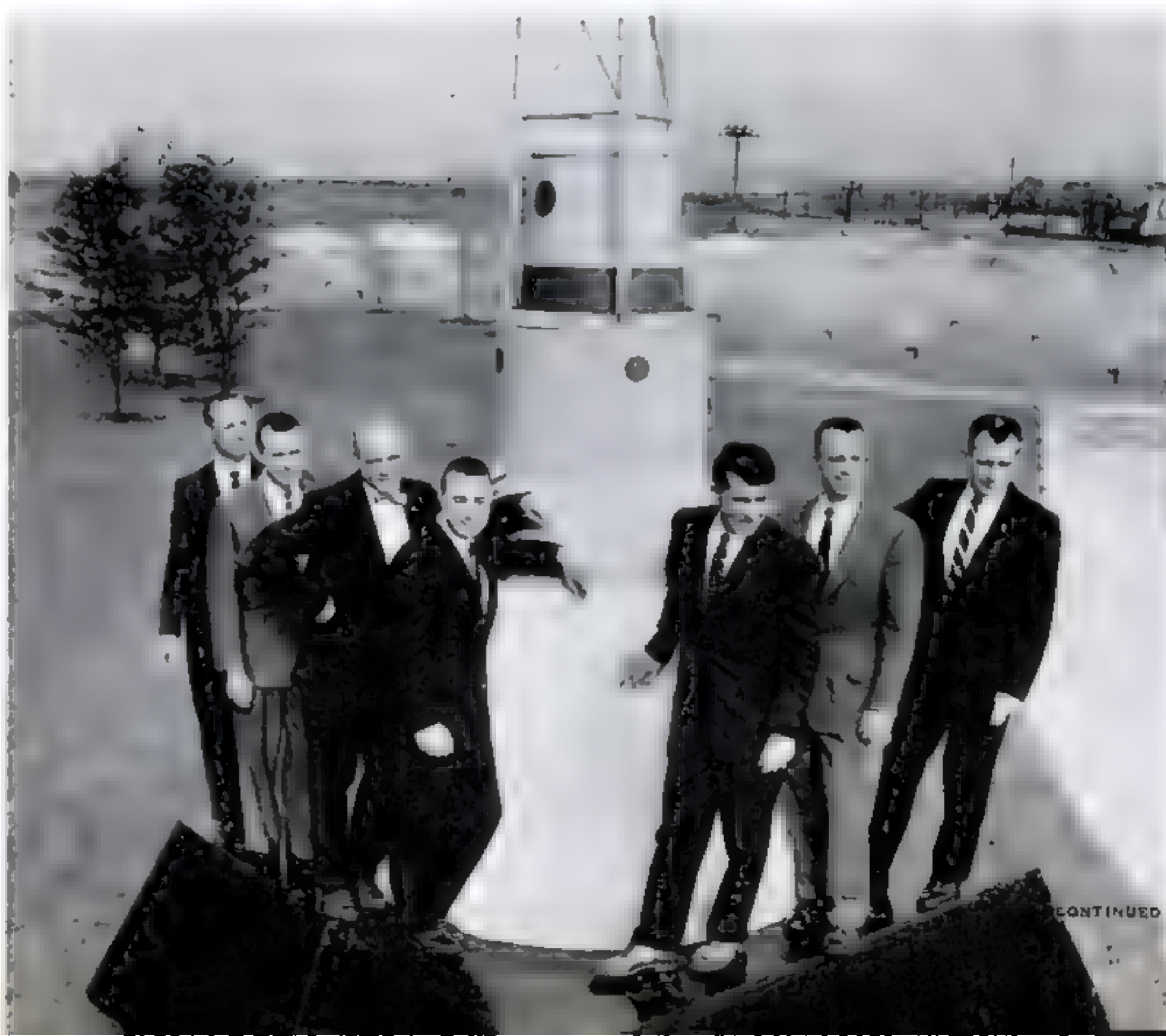


## TWO SENATORS WAX ECONOMICAL

Like salesmen, Senators William Proxmire (left) and Paul H. Douglas demonstrated a non-skid wax on the tile floor of the new Senate office building. They were out to prove the Senate had been wasteful in voting itself \$150,000 for carpets. But in case the wax was not wholly non-skid, Douglas had proposed employees wear slipproof rubber heels.

## ASTRONAUT SEVEN MEETS CAPSULE

In St. Louis, the Mercury Astronauts examined a mock-up of the capsule one of them will ride to outer space. From left: Navy Lieut. Malcolm Carpenter, Air Force Capt. Leroy Cooper, Marine Lieut. Col. John Glenn, Air Force Capt. Virgil Grissom, Navy Lieut. Commanders Walter Schirra and Alan Shepard, Air Force Capt. Donald Slayton.



CONTINUED



Three and one-half hours ago, a 1964 Nova, driven from Fort Myers, Sugar Lake, Wis., and owned by a 19-year-old boy, was involved in a collision with

Elizabeth Taylor, wearing a very revealing dress, kissed him, who had been convinced to do so after being preyed upon by a Jewish gold digger, as Victor



*Exciting  
Anniversary  
News  
from*

Amazing new 3-speaker Stereo in a beautiful compact cabinet. You can pay twice the price and not equal the true stereo separation, the tonal purity and dimensions with which The Aristocrat re-creates music—a unique development achieved only by Magnavox. In this handsome console you get six speakers—two 12" bass, dual channel amplifier, precision changer, Diamond Pick-up, Rich cane grilles, choice of finishes. There's nothing else to buy!

**\$199<sup>50\*</sup>**

[illegible]





### TRAGIC CAPSIZING ON AN EGYPTIAN CRUISE

Only yards from shore, the river boat slowly rolled under Egypt's Nile, trapping passengers and dumping others into the water. The aged

*Dandara* had left Cairo with a weekend crowd of 279. When it sprang a leak, panicked passengers ran to shore-side rails and the *Dandara*

heeled over. Some 80 people were drowned. Egyptian police arrested the captain and engineer for loading the boat beyond its capacity.

CONTINUED



**Biggest Picture in TV\*\*** in a beautiful new console. The Broadview 24" puts you in every play gives realism smaller screens can't match. **\$249.90\***  
Two speakers; optical picture filter.



**Spectacular new all-inclusive Stereo Theatre**—first and only stereophonic high fidelity entertainment center combining 24" Chromatic TV\*\* . . . FM AM radio and Stereo Phonograph in a single beautiful furniture piece! You get six speakers, two sound channels, precision changer, **\$595.00\***  
Diamond Pick up . . . all for the price of one! Your choice of beautiful finishes.

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Yellow Pages—prove to yourself that your best buy—by any comparison—is a magnificent Magnavox. Wide choice of beautiful styles in fine woods. TV from \$159.90 . . . Stereo from only \$149.90.

FREE! "A FACTUAL BUYERS GUIDE TO STEREOPHONIC HIGH FIDELITY." WRITE THE MAGNAVOX CO., DEPT. 700-L, FORT WAYNE 4, INDIANA.





### NEGRO QUEEN OF COEDS

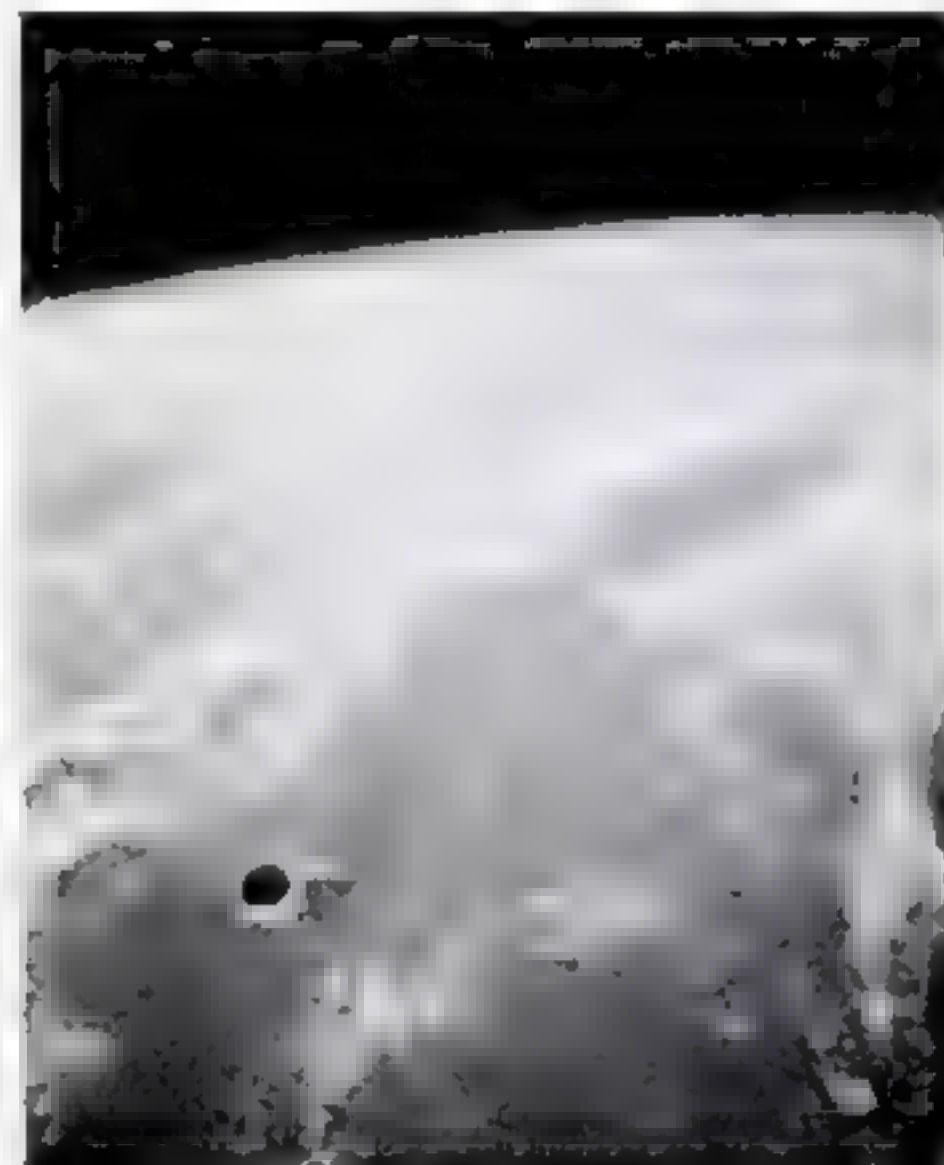
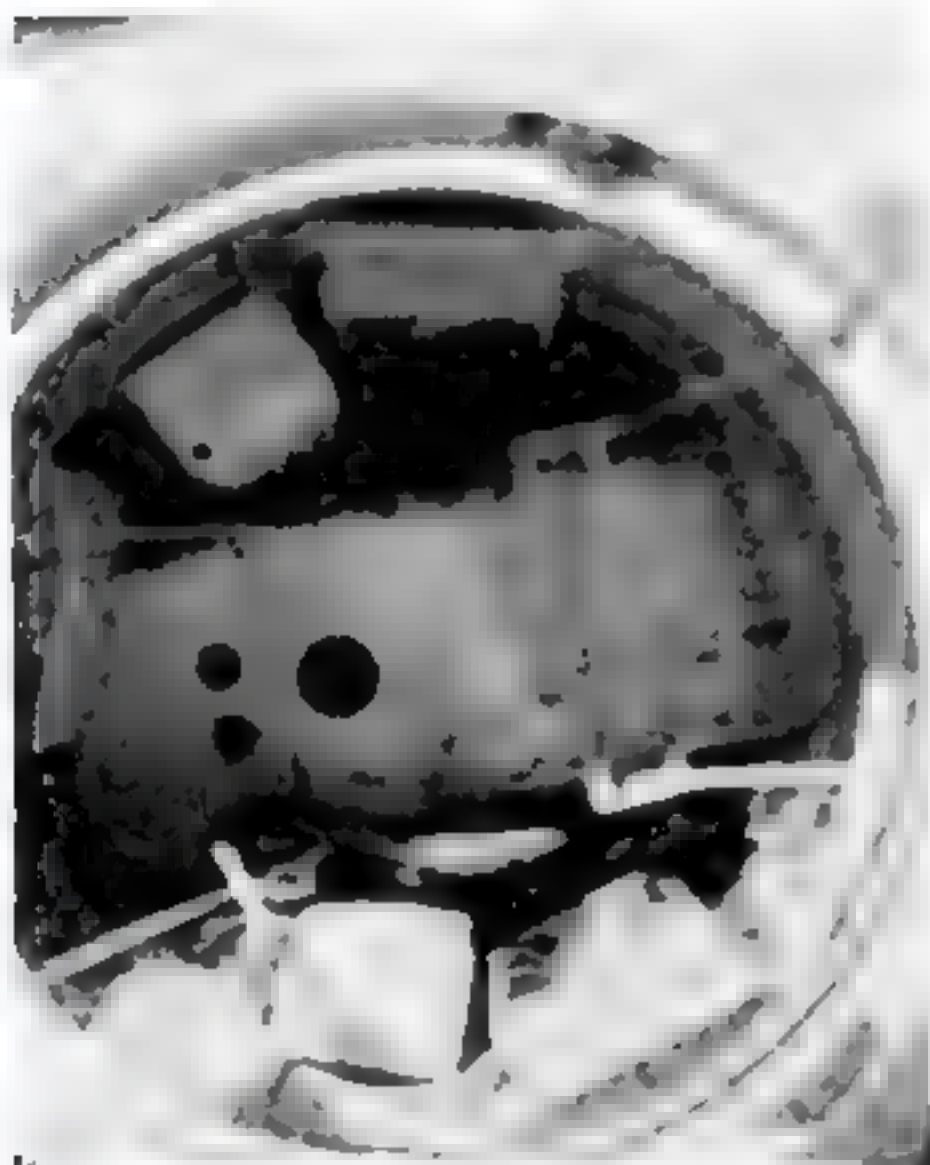
At Indiana University, Nancy Streets, 19-year-old Negro, was crowned campus beauty queen by Anita Marie Hursh, last year's Miss Indiana. Nancy won the title over 14 white coeds.



### BACHELOR KING'S NIGHT OUT AT THE WHITE HOUSE

On a round of receptions in the U. S., Baudouin I, King of the Belgians, accompanied President and Mrs. Eisenhower to a state dinner at the White House. Baudouin, a 26-year-old

bachelor who tries to avoid pomp and protocol, got a 21-gun salute and a parade in Washington. Then he left for a tour of Detroit auto motels plants and a formal dinner in Chicago.



### FIRST VIEW FROM NOSE CONE OF ROCKET SEPARATION IN AIR

Some 125 miles above the earth a camera recorded for the first time the separation of a missile from its nose cone in flight. These pictures were taken from a camera in the nose cone. The first one, at left, shows the main section of the Thor rocket just after the cone was detached. The

other two show the rocket's descent toward the Atlantic below. The nose cone continued on its ballistic arc. Just before its flight ended, it ejected the capsule which housed the camera. Capsule and camera were picked up by an Air Force ocean range vessel 1,400 miles from the launching.





He's wearing the Bulova Sea Clipper. Self-winding. Waterproof.\* Shock-resistant. \$49.50.

# BULOVA

## SELF-WINDING WATCHES

(THE SLIGHTEST WRIST ACTION KEEPS THEM ON TIME)

Here are watches you can set, then forget—because they wind themselves automatically. Here are watches with precision-crafted, jeweled movements to mark every moment accurately, precisely, unfailingly. Here, too, are watches you'll be proud to look at, proud to wear—superbly styled with modern good taste. For gifts or for keeps, that Bulova difference can make a big difference to you.

The Bulova price range is from \$29.75 to \$2500. The man to see is your authorized Bulova jeweler.

## FOR MEN OF ACTION

...men who make every second count



**The watch that does you proud.** 17 jewels. Self-winding. Shock-resistant. Combination leather and expansion band. Also in white. **AMBASSADOR. \$71.50**



**The watch that has everything.** 23 jewels. Self-winding. Waterproof.\* Shock-resistant. 6 precision adjustments. Sweep second hand. Anti-magnetic. **BULOVA '23" \$75**



**The watch that faces anything!** 17 jewels. Self-winding. Waterproof.\* Shock-resistant. Sweep second hand. Expansion band. **Top: ROYAL CLIPPER. \$59.50. Bottom: SUN CLIPPER \$85.**

## LOOK FOR THAT BULOVA DIFFERENCE

\*When case, crystal, and crown are intact. Certified waterproof by United States Testing Co., Inc.

All prices include Federal Tax.

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# HAVE FUN!

Be vibrant! Be happy!

Be at your best—every single day of the month!

Do as millions do! Use Tampax! Worn internally, it's the modern way!

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SO MUCH A PART OF YOUR ACTIVE LIFE





**STUDYING SCULPTURE** at church sale, Mrs. Robert Miller, who bought two pieces for \$90, studies figure of kneeling, parka-clad woman reaching out with spoon in hand.

## Church Sale of Arctic Art

The primitive world of the Eskimo at left came face to face with the sophisticated world of American art collectors (*above*) in New York last month when St. James' Episcopal Church held a sale of Eskimo sculpture. The sculpture was carved by Eskimos in the east Arctic region of Canada and traded at Hudson's Bay Company posts for guns and groceries. Virtually unavailable 10 years ago, Eskimo work is now prized by collectors for its primitive strength and simplicity of design. Canada discourages large exports for fear the pieces will become mass-produced and stereotyped. Purchasers at St. James', who have bought out the show, paid up to \$250 a piece and raised a gross of \$18,000.

The money will be used mainly to solve a problem of the Anglican church's Arctic ministry. Since few missionaries can endure the rigors of Arctic life, there is urgent need for lay Eskimo ministers to help man the 28 Anglican churches attended by 82% of all Arctic Eskimos. But every Eskimo man must hunt full time to support his family. If he elects to serve God instead, he must be paid back for losses of seal and caribou.

**ESKIMO WORSHIPER**, a boy named Oowayou, prays in Baker Lake church, one of Arctic churches to benefit by sculpture sale.





## "Without special eating, I lost 25 pounds in 6 weeks"



"... and 12,000,000 people saw me do it on Dave Garroway's TODAY show, NBC-TV. I took REGIMEN TABLETS to reduce and never felt better!"—says Dorothy Bryce

"My Doctor Recommended that I reduce. I lost 25 pounds in 6 weeks—taking REGIMEN TABLETS, and 12,000,000 people saw me do it, as I weighed in each week on the TODAY show, on NBC-TV. I went from a size 18 to a twelve. Best of all, I can now wear this stunning gown designed by Balenciaga. I did it without special eating!"

"Before discovering REGIMEN TABLETS, I tried to reduce but was never able to stick to a diet. So-called reducing gums, expanding pills, reducing candies and cookies, even costly salon treatments didn't help.

"Thanks to REGIMEN TABLETS, I felt satisfied with a fraction of the calories I used to eat, and my weight came tumbling down. Now I'm size twelve again, and I can't praise them enough!"

DOROTHY BRYCE, Middle Village, N. Y.

NOW—A COMPLETELY NEW DRUG COMBINATION  
AVAILABLE WITHOUT DOCTOR'S PRESCRIPTION!

## Regimen Tablets for Reducing without Special Eating

*The only drug combination for your body to lose  
weight this fastest-acting way!*

Lose up to 6 lbs. in 3 days—up  
to 9 lbs. the first week—and be  
completely satisfied with your  
weight-loss or your money back!

No food restrictions, no special eating, no  
giving up the kinds of foods you like. New  
drug acts directly to help reduce your over-  
weight!

It's true! If you're normally healthy, you  
can now lose as much as 70 lbs. without  
cruel diets, without giving up all your favor-  
ite foods! Doctors know that the one sure  
way to lose weight is to reduce caloric in-  
take . . . to eat less. They often prescribe  
drugs for this purpose . . . and now, at last,  
there is a new REDUCING DRUG COMBINA-  
TION FOR FAT PEOPLE, called REGIMEN  
TABLETS, safe enough to be used without  
prescription! Thanks to REGIMEN TABLETS,  
you must be satisfied with your weight-loss  
—as much as 6 lbs. in 3 days, 9 lbs. the  
first week—or your money back!

### 3-WAY ACTION MAKES IT EASIER AND FASTER TO LOSE WEIGHT!

REGIMEN TABLETS are aspirin-size, easy to  
take, and work 3 amazing ways for fast,  
effective weight-loss.

1. They suppress your appetite; you eat  
the foods you like, without overeating.
2. They force you to lose weight immedi-  
ately by removing excess "fluid weight".
3. They start traveling quickly thru your  
blood stream . . . and you lose the TRE-  
MENDOUS URGE TO EAT! No super will  
power. YOU FEEL COMPLETELY SATISFIED  
ON FAR LESS THAN YOUR NORMAL INTAKE—

YET YOU LOSE WEIGHT FASTER AND EASIER  
THAN YOU THOUGHT POSSIBLE!

### GUARANTEED

So start reducing the REGIMEN TABLETS  
way today. You may not lose as much  
weight as Dorothy Bryce but you must be  
delighted with your weight-loss—as much  
as 6 lbs. in 3 days, 9 lbs. the first week—or  
your money back. If dissatisfied simply  
return unused contents to Drug Research  
Corporation. REGIMEN TABLETS are guar-  
anteed safe for normally healthy people  
when taken as directed on label.

### Clinical Test Proves Regimen Tablets Work

A leading medical specialist put one  
group of people on a restricted diet,  
while another group ate without restric-  
tions. Both groups took REGIMEN  
TABLETS daily. In just 6 weeks, the un-  
restricted group had actually lost MORE  
weight than the SEVERE 1000-calorie diet  
group. This is documented clinical evidence  
that with REGIMEN TABLETS you can  
eat the foods you like and still lose weight!

## Regimen-Tablets



Available  
at all drug  
stores

10-day supply,  
only \$3.00

20-day supply, only \$5.00  
(You save \$1.00)



ARRANGING FIGURES, the Reverend William J. Chase, the show's origina-  
tor, places on stand figure of an Eskimo hunter with spear waiting at a seal  
hole in the ice. The sculpture, which portrays men and women at their daily  
chores, is done mainly in soapstone and is carved with penknives, old files  
and pieces of tin cans. While many primitive, nonrealistic pieces are made,  
the modern trend is toward extreme realism, often touched with sly humor.

CONTINUED



If  
it  
punctures,  
we  
pay  
for  
road  
service.

**THE GENERAL DUAL 90**



with Nygen Cord  
and 2 Treads ...  
designed for  
longer, safer mileage  
than any tire  
ever built.  
It prevents accidents  
and saves lives.

**25,000 MILES**

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ORANGE  
**Crush**

Whenever good food and good company team up—you'll find refreshing Orange-CRUSH adding so much to those special moments of pleasure. Ice-cold, sunshine-bright Orange-CRUSH always leaves you with a smile of enjoyment. Have an Orange-CRUSH soon, wherever you are, and sip a smile . . . relax a while.

**"ENJOYED BY MILLIONS SINCE 1916"**

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the Orange-CRUSH Company, Evanston, Illinois.



# HOW MONEY IS USED



**LAY MINISTER** Thomas Tapatie, who was trained by a local missionary, holds service in the Baker Lake church. On the side he is hunter and trapper.



**ARCTIC CHURCH** at Baker Lake sits half buried in snow on a spring Sunday as Eskimo goes to service. Congregation in 200-square-mile area numbers 120.



**READING BIBLES** in service, worshipers use Scriptures written in syllabic script adapted by Anglican missionary and now used for all Eskimo writing.

## Gardening is more fun with **TRUE TEMPER** tools

Take the hard work out of yard work. True Temper tools are designed to make gardening and lawn care easier and more fun. For example:



### New rotary edger trims neat, clean and easy

Trim grass along walks, drivs, flower beds—like running a vacuum cleaner. Get amazing shearing action in both directions as the cutter blade automatically shifts to slice through toughest grass with every motion. True Temper's fire-hardened handle is smooth and splinter-free. No. RE2, two-wheel model.



**\$650**

### More slice with less squeeze

Squeeze lightly on the handles of these grass shears. You'll be amazed at the crisp, clean slicing action. Exclusive "floating" blade maintains cutting pressure clear to blade tips. Try this remarkable tool. No. 22.

**\$295**

### For "dynamic" hedge cutting

"Dynamic" hedge shears have blades of special cutlery steel, tempered, sharpened and polished to make hedge cutting easy, smooth and clean. Lower blade is serrated and anti-ratcheted. Barbed wire will not adjust to any tension, and won't work loose. No. TD.



**\$495**

### Feel the difference in a taper-forged shovel

Run your fingers over the blade of a "Dyna-lite" shovel. Feel how the metal is thickest at the shoulders for strength, medium thick at point and center for wear resistance, thinner at edges for easy penetration. That's taper-forging—the perfect combination of lightness and strength. No. DLR.

**\$479\***

\*Slightly higher West

See the complete line of True Temper tools at your hardware or garden supply store today. True Temper, Cleveland 15, Ohio.

**TRUE TEMPER** THE RIGHT TOOL FOR THE RIGHT JOB



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one of the herd  
when you have the  
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IN A LOVING TRIBUTE THE FAST-DANCING GUNMEN OF THE TOLCH TOWN OF BOTTLENECK LIFT ALOFT THE YOUNG LADIES WHO LIVE IN PARADISE ALLEY

# A New Destry Dances In

THE 29-YEAR-OLD CLASSIC OF THE WEST MAKES A LOUD AND LIVELY MUSICAL

When Choreographer Michael Kidd—who among other things did *Guys and Dolls*, *L'il Abner* and the movie *Seven Brides for Seven Brothers*—takes charge of a musical it is likely to explode. That is what is happening on Broadway where his *Destry Rides Again* nightly erupts like a skyrocket in razzle-dazzle, gun smoke, cracking bullwhips and some of the wildest, funniest and most high-spirited dancing in town.

The hero, Tom Destry, is an old western favorite, a gun-hating deputy sheriff who preaches pacifism in the gun-loving and

brittle-tempered town of Bottleneck and tricks the badmen into shooting each other rather than him. He has been doing this for 29 years. Born in a Max Brand novel, he has been set riding again for four movies, including a memorably funny one with Marlene Dietrich and James Stewart. To help him go this time on Broadway he has an amiable performance by Andy (No Time for Sergeants) Griffith as Destry, some sultry singing by Dolores Gray as Frenchy, queen of the Last Chance Saloon, a book by Leonard Gershe, good songs by Harold Rome—and, all over the place, Kidd's dances.

Photographed for LIFE by RALPH MORSE

CONTINUED



DESTROY CONTINUED

# BULLWHIP-SNAPPING BADMEN AND A PISTOL



**WILD DANCING TRIO.** badmen (Marc Breau, Swen Swenson and George Reeder), whose dancing

does much to make the show a delight, snap whips menacingly at Bottleneck's frightened good folk.



**NONSHOOTING SHERIFF.** Tom Destry calmly let badmen's cracking whips wind around his arm.



# SHOOTING MAMA



**FAST-SHOOTING SUGAR.** Frenchy lets fly with a small →  
pea to set the joint jumping at the Last Chance Saloon.



CONTINUED





FAIR-EAGLE COWBOYS REACH FOR DANCING PARTNERS AS THE SONG DESPERATELY PLEADS, 'REMEMBER THAT YOUR GRANDMA WAS A WOMAN.' WHEN

## A ROUGH AND ROWDY TIME IN THE LAST

GALLOPING ALL OVER THE SALOONS, ON TOP OF THE BAR, OVER FLOORS AND UNDER TABLES, THE GUNMEN LEAD COWBOYS AND BAIL GIRLS INTO DANCE.







COWBOYS IGNORE THIS, SONG SHRILLS ON, ALL OF US ARE LADIES TOO!

## CHANCE SALOON

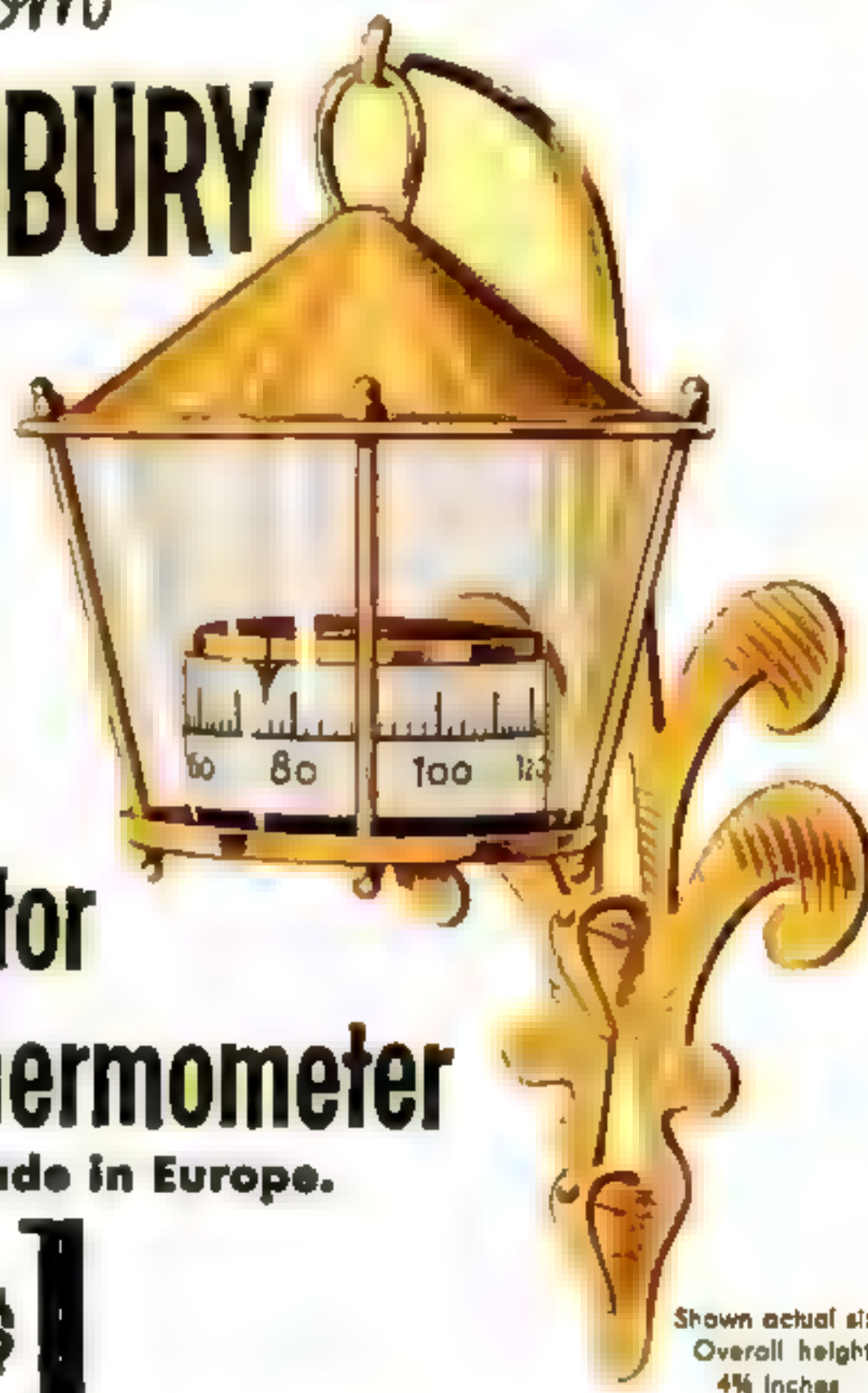
PROCLAIMING "THAT EVERY ONCE IN A WHILE" A MAN MUST GET DRUNK



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Precision-made in Europe.

Available  
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For your Patio



... Kitchen



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Double opportunity for you! Get this unusual new gold-tone metal wall thermometer and enjoy wonderful Woodbury Soap, too!

The thermometer's a clever conversation piece everybody's bound to admire. Decorative and practical... accuracy-tested from 10 below to

140 degrees, sturdy, easy to install.

Yours when you buy Woodbury, the new beauty bar that does all three: Cleanses completely without drying...softens and silken your skin...and protects with a gentle deodorant. Take advantage of this special Woodbury offer today!



Hurry! 5¢ Off Sale  
Limited Time Only!

**"NOW! CLIP AND MAIL THIS COUPON"**

Thermometer  
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Hollywood, California

Please send ( ) thermometer(s). I enclose \$1.00 and 2 Woodbury wrappers for each. (Allow 3 to 4 weeks for delivery.)

Name  (Please Print)

Address

City  Zone  State

Offer good only while supply lasts. Void where prohibited, taxed or restricted. Offer good only in U.S.A. and territories.





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you get when you  
make your Martini  
with clean-tasting

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## DESTROY CONTINUED



**LEGGY 1939 FRENCHY**, Marlene Dietrich, aims a kick at James Stewart. The use of her legs for other than decoration was considered revolutionary.

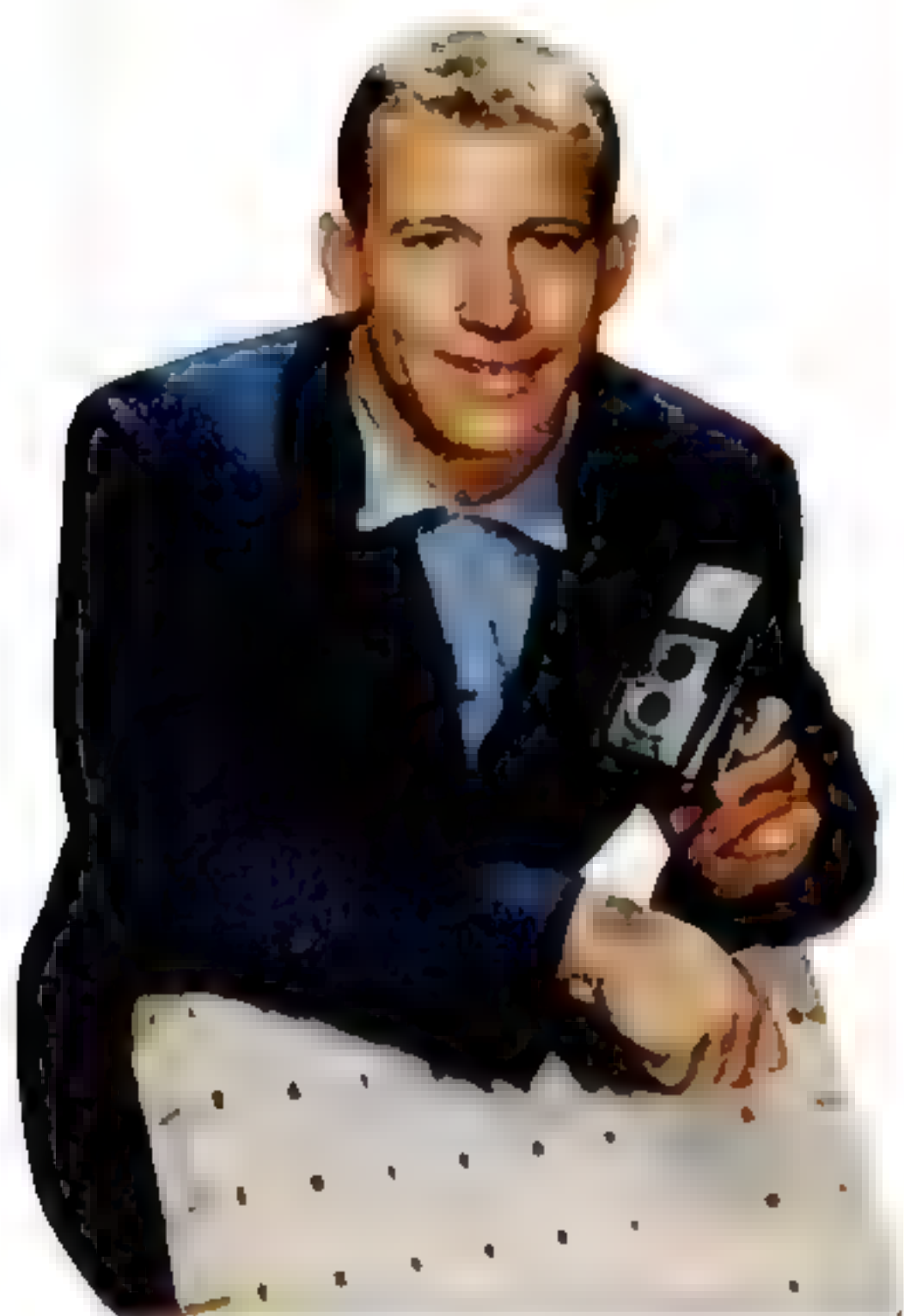
## A PART WITH A PAST

*Destry* has brought luck to a couple of famous thespians. After four years away from the movies the silent cowboy star Tom Mix used it for his first talkie in 1932 and a mild revival of his days of glory. And for Marlene Dietrich it was a major turning point. She had been called box-office poison and allowed to languish unemployed for two whole years just before she appeared in *Destry* in 1939, playing the part that Dolores Gray takes in the current *Destry*. She emerged a completely new Marlene, no longer icy and remote but a fighting, spitting hellcat of a Frenchy singing her famous *See What the Boys in the Back Room Will Have*. From then on, it was one triumph after another for her.



**LEGGY 1939 FRENCHY**, played by Dolores Gray, drapes herself over Griffith and sings *I Know Your Kind*, describing his untested capacity for love.





"Little Mickey swings a big bat for a six-year-old. I never thought a shot like this could come out of my Brownie Camera. But leave it to Kodacolor Film!"

**Mickey Mantle says: "You don't need any practice to take Kodacolor snapshots like these!"**

*All you need are a family, a camera and Kodacolor Film. You'll get beautifully lifelike pictures from the first time you try. May Time is Picture Time. Get out your camera.*

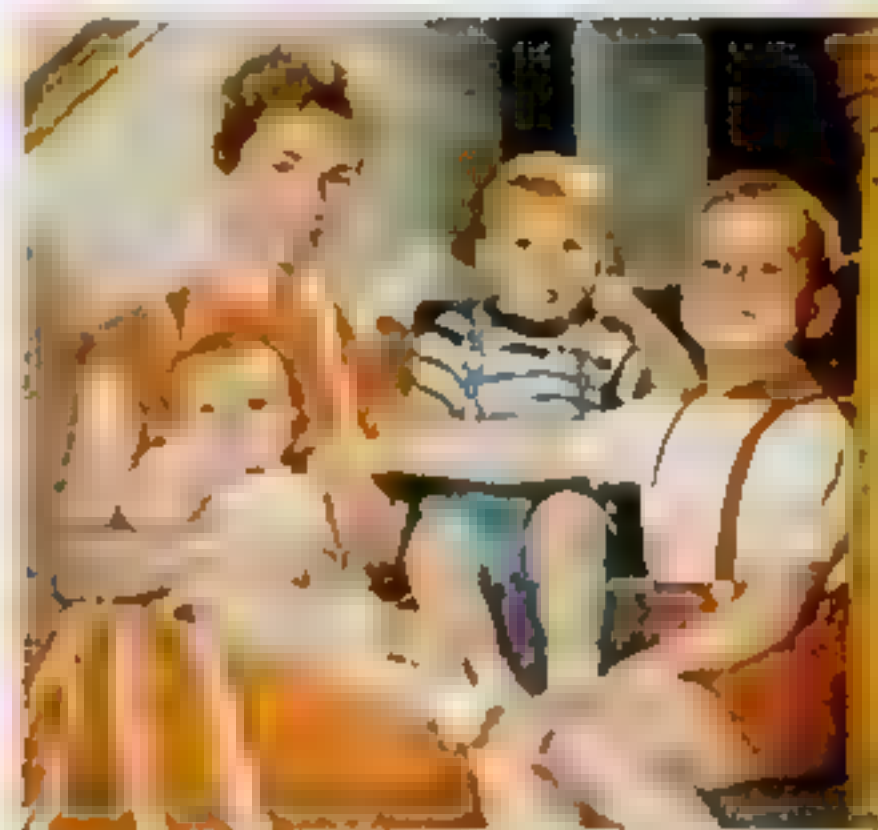
"I'm no photographer," admits Yankee slugger Mickey Mantle, "but look at the color snapshots I got. Nothing special about *how* you take them—just so it's with Kodacolor Film. It sure gives pictures that look real!" (Use Kodacolor in *any* camera. It can be processed locally in many cities, or by Kodak. Ask your dealer.)



"Merlyn and Davey, he's four, both sport green thumbs. I've taped an 11x14 blow-up of this shot on the door of my locker. It's a real knockout!"



"The barefoot boy at our house is Davey. We mailed prints of this picture to the folks back in Oklahoma. They said it was almost like a visit!"



"The whole gang, even baby Billy, sat for this. The same roll of Kodacolor works great with flash, too!"

*See Kodak's "The Ed Sullivan Show" and "The Adventures of Ozzie and Harriet"*

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

**Kodak**  
TRADEMARK



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Look for the Buddy Bondware display,  
your sign of today's best diningware buy!

For buffet banquets by candlelight, or lazy picnic spreads, all-occasion Bondware puts more pleasure in your leisure life. And no matter what meal you're serving, indoors or out, Bondware is more practical diningware! For piping-hot drinks or dinners, coffee, juicy foods or gravy, there's a new kind of plastic coated surface that always stays crisp and protects flavor, too. And for snacks or icy drinks, use Bondware cold cups and plates. There's a modern Bondware design for every occasion, a matched set for every serving need. Look for beautiful Bondware, on sale where you shop today!



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YOUR MENU FOR THIS CAREFREE SEASON—mealy baked potato with sour cream 'n chives; tangy barbecued chicken; juicy cling peaches with creamy cottage cheese; and hot coffee!



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SIAMESE PLAID, brilliantly colored silk from Thailand, makes up two-piece suit and jacket (Cole, \$70). This is Cole living room with massive redwood beams.

# Splashy Suits To Swim In

In California, where it is only normal to have a swimming pool on your front lawn, it is still a novelty to have the pool be the whole works. But this is the way it is at the new Hollywood Hills home of Fred Cole, whose firm, Cole of California, is appropriately one of the largest U.S. bathing suit manufacturers. Here a group of current bathing suits from several companies on the West Coast, where 82% of all suits are made, is shown at the Cole pool.

This year bright, splashy prints are much used on figure-hugging elasticized suits and two-piece suits have made a strong comeback, finally sweeping the bikini into wide U.S. popularity. Part of the reason for this acceptance is the vastly increasing number of home pools, where a bikini can be worn in privacy—a spectacular kind of privacy at the Cole pool where a girl can sport a bikini in solitude but still have all of Los Angeles at her feet (*next page*).

IN BEADED FACADE of house, girls pause between Cole living room and pool. Suits are (from left) carnation print tank suit (Caltex, \$23), multicolor maillot (Jantzen, \$25), pansy silk print (Catalina, \$18) and two-piece abstract print (Cole, \$20). Curtain of bamboo and colored beads covers huge glass wall.



SPLASHY SUITS CONTINUED



**MOONLIGHT SWIMMING** in the Cole pool is done in print suit which has sheer coat (Cole, \$29).

**DAYTIME SUNNING** is done in a cotton bikini (Cole, \$12). Los Angeles spreads out below terrace.











## It's National You-Can-Do-The-Jolliest-Things with-Jell-O-And-Ice Cream Week!

What a likable, lickable way to put a bright new face on ice cream! Jolly Jell-O has lots of bright ideas for full-of-fun treats . . .

**Jell-O Fellow.** Just prepare Jell-O as usual and chill in dessert dishes. When it's time for the fun, nestle a nice round scoop of ice cream on top of each dish of firm Jell-O. Now make happy faces with gumdrops, and fashion jaunty hats with cookies and marshmallows!

**Jell-O Banana Split.** Prepare several different flavors of Jell-O and chill in shallow pans. When firm, cut into cubes. Slice bananas lengthwise, top with ice cream and cover with Jell-O cubes for a bright banana split!

**Jell-O Sprinkles.** You've surely sprinkled candy on ice cream cones. Now try sprinkling the twinkling Jell-O powder—right out of the box. It's a tangy-terrific new treat . . . try it!

Don't let this week go by without



Jell-O is a registered trade-mark  
of General Foods Corp.





**RUFFLED BIKINI** look almost like lingerie. Of cotton and nylon (cost \$20), it is by Anne Fogarty, one of several eastern designers

who do not usually make bathing suits, but who this year have turned out unusual bikinis. Like many, this has a matching cover-up jacket.





KNIT BIKINIS CLING MOST CLOSELY. THE SUIT AT LEFT IS BY MARGARET PENNINGTON (1918). AT RIGHT IS AN ELASTICIZED STRIPED WOOL SUIT DESIGNED BY







RUDI GERNREICH (623) THE TRIM PANTS HAVE A LOW V-CUT BACK WITH CLOSE FIT IN ADDITION TO BREASTS. KNIT BIKINIS CALL FOR FIRM, SLIM FIGURES

ment

**Always!**

**WRIGLEY'S**

**SPEARMINT** 

**Chewing Gum**

Delicious and good—  
Wrigley's Spearmint Gum gives you  
real chewing satisfaction.

The lively chewing helps you  
keep alert and the fresh, long-lasting  
flavor tastes good at any time.

That's another reason  
more people buy Wrigley's Spearmint  
than any other brand of chewing gum.



Now everyone can afford SIMMONS!

# TEAR OUT THESE PAGES



and take them to your nearest store featuring the sign shown on the next page. Only these stores, cooperating with Simmons, world's largest bedding company, offer the greatest moneysaving bedding bargains in Simmons history.



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Birmingham . . . Wood-McPherson Furniture Co.  
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Birmingham . . . (Both Stores)  
Birmingham . . . Pizitz  
Birmingham . . . Sokol's  
Birmingham . . . (All Eight Stores)

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Mobile . . . Rhodes Furniture  
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Gainesville . . . Mather Furniture Co.  
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All Mather Furniture Stores in Georgia

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Morristown . . . Grand Rapids Furniture House  
New Brunswick . . . Middlesex Furniture Co.  
North Bergen . . . Goodman's—Castle  
N. Brunswick (Route #1 Shopping Centre)  
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Paterson . . . Bogard Bros.  
Parsippany . . . Gatz Home Supply Co.  
Piedmont . . . Pagnola's Furniture & Appliances Store  
Perth Amboy . . . Albert Leon & Son  
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Plainfield . . . Watchung Furniture

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Lakeland . . . Moss Brothers  
Lakeland . . . Mather of Lakeland  
Lake Wales . . . Draper's Wales Furniture Co.  
Lauderburg . . . Boyd's Furniture and Hardware  
Melbourne . . . Johnson's Furniture Store, Inc.  
Miami . . . Helmy's Furniture Department Store  
Miami . . . Helmy's Furniture Co.  
Miami . . . Miami Furniture Co.  
Miami . . . Rhodes, Inc.  
Miami . . . Southern Furniture Co.  
Ocala . . . Peabody-Roan Furniture Company  
Orlando . . . Helmy's  
Panama City . . . Rhodes Furniture  
Pensacola . . . Exum Furniture Co.  
Pensacola . . . Pensacola Housefurnishing Co.  
Pensacola . . . Rhodes Furniture  
St. Petersburg . . . Moss Brothers  
Sanford . . . Mather of Sanford  
Sarasota . . . Moss Brothers  
Tallahassee . . . Collins Furniture Co.  
Tallahassee . . . Shows Inc.  
Tampa . . . Haverly Furniture Co.

## MARYLAND

Aberdeen . . . Tarring's Hardware and Furniture  
Baltimore . . . Chesapeake Furniture Co., Inc.  
Baltimore . . . Four Bescho Bros.  
Baltimore . . . Gussinger Brothers, Inc.  
Baltimore . . . Gumprecht & Beersack  
Baltimore . . . Grand Rapids Furniture Co.  
Baltimore . . . Hub Furniture Company  
Baltimore . . . Reisinger Siskler Company  
Baltimore . . . M. Shavitz & Sons  
Baltimore . . . Shavitz Furniture Company  
Baltimore . . . Shaver Furniture Company, Inc.  
Baltimore . . . Stafford Bros., Corp.  
Brunswick . . . Potomac Furniture Company  
Cambridge . . . Nathan's Furniture Store  
Chesertown . . . Nathan's Furniture Store  
Cumberland . . . L. Bernstein Furniture Company  
Cumberland . . . Kline Furniture Company  
Cumberland . . . Millman Furniture Company  
Easton . . . Howard Furniture Company  
Hagerstown . . . Eversly's  
Langley Park . . . Lansburgh's  
Laurie . . . Laurel Furniture Company  
Lexington Park . . . Bell Riley's Sales Center  
Rockville . . . The P. J. New Co.  
Salisbury . . . Outten Brothers Furniture and Appliances  
Towson . . . Carter's Furniture  
Westminster . . . Alton W. Wampler & Son  
Wholen . . . Melrose Furniture

## MASSACHUSETTS

Boston . . . Jordan Marsh Company  
Boston . . . Metropolitan Furniture Co.  
Boston . . . Studio Shop  
Chatham . . . The Chatham Furniture Store  
Clinton . . . Werber & Rose  
Fall River . . . Mason Furniture Showrooms  
Framingham . . . Jordan Marsh Company  
Holyoke . . . Epstein Furniture Co., Inc.  
Lawrence . . . Michael J. Sullivan, Inc.  
Malden . . . Ruderman's Stores  
Milford . . . Werber & Rose, Inc.  
New Bedford . . . Mason's  
Northampton . . . Hadley—Northampton  
Peabody . . . Jordan Marsh Company  
Springfield . . . The Hadley Company  
Springfield . . . Olson Furniture Company  
Springfield . . . Ross Bedding and Furniture Co., Inc.  
Taunton . . . J. M. Wells, Inc.  
West Springfield . . . Retail Furniture Warehouse, Inc.

Rosary . . . J. B. Boyle Furniture Co.  
Rosary . . . Circle Sleep Shop  
Ridgewood . . . Milford Furniture Shop  
Shiphord . . . Whalen's  
Somerville . . . Gromet Furniture  
Somerville . . . Middlesex Furniture Co.  
West New York . . . Martin Furniture  
Woodbridge . . . Du Brow's  
Woodbridge . . . McManus Bros.

## NEW YORK

Albany . . . W. M. Whitney & Co.  
Albany . . . Reading Furniture Co.  
Albany . . . Abraham & Straus  
Binghamton . . . Olson's  
Brewster . . . Gossman Furniture Co.  
Broast . . . Macy's Parkchester  
Brooklyn . . . Abraham & Straus  
Brooklyn . . . Sloan Bernstein's Sons, Inc.  
Brooklyn . . . Macy's Flatbush  
Buffalo . . . Adam, Melrose & Anderson Co.  
Cortland . . . Peck's Furniture  
Dunkirk . . . Eon, H. Graf & Co., Inc.  
Elmira . . . Edgecomb Furniture Co.  
Endicott . . . Buff Furniture Co.  
Flushing . . . B. Gertz, Inc.  
Garden City . . . Macy's Roosevelt Field  
Geneva . . . McCurdy and Company  
Great Neck, L. I. . . Stern Bros.  
Haverstraw . . . Bee Wirt Furniture Corp.  
Hempstead, L. I. . . Abraham & Straus  
Hicksville . . . B. Gertz  
Ithaca . . . Shalman's, Inc.  
Jamaica . . . B. Gertz, Inc.  
Jamaica . . . Ludwig Baumann and Spear's  
Jamaica . . . Macy's Jamaica  
Jamaica . . . Selinger's Furniture Stores  
(All Four Stores)  
Jamestown . . . Field & Wright Company  
Johnston City . . . Olson's  
Lockport . . . Pies Furniture Company  
Madison . . . Madison Furniture Co.  
Malone . . . Sporting's Furniture Store  
Marion . . . Monro Furniture Co.  
Mount Morris . . . Mount Morris Furniture Company  
Newburgh . . . Golden Furniture Co.  
New Rochelle . . . Linden Furniture, Inc.  
New York City . . . Gimbel's  
(New York-Westchester-Valley Stream-Way Stores)  
New York City . . . Ludwig Baumann and Spear's  
(Midtown and Uptown Stores)

Washington . . . Home Furniture Store  
Washington . . . Sutton-Council Furniture Co.  
Winston-Salem . . . Rensinger Furniture Company  
Winston-Salem . . . Southern Furniture Company

## PENNSYLVANIA

Allentown . . . Pittsburgh Mercantile Co.  
Allentown . . . Penn Furniture  
Allentown . . . Wolf Furniture Company  
Arnold . . . W. B. Galt  
Barnesboro . . . Wolf Furniture Company  
Belmont . . . Wolf Furniture Company  
Butler . . . Reliable Furniture  
Chester . . . Tollen's  
Clearfield . . . Penn Furniture  
Coatesville . . . Brownstein's Inc.  
Collingsville . . . Fisher's Furniture Stores  
Cromwell . . . J. H. Gillis Furniture  
Coudersport . . . Wolf Furniture Company  
Erie . . . Reliable Home Furnishings Co.  
Erie . . . Stanley Bros. Furniture Co.  
Hanover . . . Miller's Furniture Store  
Harrisburg . . . Miller's Furniture Store  
Indiana . . . Penn Furniture  
Johnstown . . . Penn Furniture  
Johnstown . . . Swank's  
Lancaster . . . Ohlander's, Inc.  
Lehigh . . . McGrath Furniture Co.  
Lewisburg . . . Penn Furniture  
Lock Haven . . . Wolf Furniture Company  
McKeesport . . . Rubin Furniture Co.  
Manfield . . . The T. W. Judge Company  
Monaca . . . Stern Furniture Co.  
Northern Lights Shopping City  
Butcher Furniture Co.  
Newly Sta . . . Wolf Furniture Co.  
Philadelphia . . . I. H. Brothers  
Philadelphia . . . Louis' Fine Furniture & Appl.  
Philadelphia . . . Seatonburg  
(All Four Stores)  
Philadelphia . . . Strawbridge & Clothier  
Philadelphia . . . Treagood's  
Philadelphia . . . John W. Wampler  
(All Four Stores)  
Pittsburgh . . . Gimbel Brothers  
Pittsburgh . . . Hahn Furniture Company  
Pittsburgh . . . Joseph Horan  
Pittsburgh . . . Kaufmann's  
Pittsburgh . . . Pittsburgh Mercantile Co.  
Pittsburgh . . . Penney's, Inc.  
Reading . . . Kaufmann Furniture Co.  
Reading . . . Penney's  
Scranton . . . Steuhr & Fister Home Furnishings, Inc.

## VIRGINIA

Arlington . . . S. Kann Sons Co.  
Arlington . . . The P. J. New Co.  
Colonial Heights . . . Bollerworth Furniture Co.  
Danville . . . Rhodes Furniture  
Falls Church . . . Ressler's Modern Furniture  
Falls Church . . . William Stalcup Furniture Co.  
Fredericksburg . . . White & Weeks Furniture Corp.  
Front Royal . . . Stokes Furniture Co.  
Hampton . . . Goldstein Brothers  
Harrisonburg . . . Schewel Furniture Co.  
Haymarket . . . Bollerworth Furniture Co.  
Lynchburg . . . Schewel Furniture Co.  
Manassas . . . Wakefield Furniture Co.  
Newport News . . . Home Furniture Co.  
Norfolk . . . Carter-Shops  
Norfolk . . . Golden Furniture, Corp.  
Norfolk . . . Home Furniture Co.  
Norfolk . . . A. J. Legum  
Norfolk . . . Midway Furniture Co., Inc.  
Norfolk . . . Satterfield Bros., Inc.  
Petersburg . . . Bollerworth Furniture Co.  
Portsmouth . . . E. O. Crawford & Sons  
Portsmouth . . . M. M. Crocker Co., Inc.  
Portsmouth . . . Home Furniture Co.  
Portsmouth . . . A. J. Legum  
Portsmouth . . . Sutton Appliances Co.  
Richmond . . . S. P. Bowdy Furniture Co.  
Richmond . . . Haverly Furniture Co.  
Richmond . . . Sydnor & Handley  
Richmond . . . Thohmire  
Roanoke . . . Grand Piano and Furniture Co.  
Triangle . . . Williams Furniture House  
Winchester . . . Schewel Furniture Co.  
Winchester . . . Winchester Furniture Company

## WEST VIRGINIA

Charleston . . . Woodrums'  
Clarksburg . . . Palace Furniture Company  
Dunbar . . . Sloan's Department Store  
Fairmont . . . Standard Furniture Company  
Grafton . . . J. Lee Evans Furniture Store  
Grafton . . . Siskler Furniture Company  
Huntington . . . Star Furniture Company  
Martinsburg . . . Martinsburg Furniture Company  
Morgantown . . . Loving Furniture Company  
Moundsville . . . Reichenbach Furniture Company  
Parkersburg . . . Reys Furniture Company  
Piedmont . . . Acme Furniture Company  
Wheaton . . . J. B. Cox  
Wheeling . . . Reichenbach Furniture Company



OVER 27,000,000 SMART, THRIFTY WOMEN AGREE:

# Green Stamp Savers Come Out Dollars Ahead



Mrs. Wilson is shown with her four children—Robert, Jimmy, Mary Jo and David—in their charming colonial style living room. Their home is located in the delightful Mt. Lebanon section of Pittsburgh. Mr. Wilson is an insurance company executive.

**YOU'LL BE DOLLARS AHEAD, TOO**—First, because prices are low at stores that give S&H Green Stamps. Second, you're dollars ahead *again* when you redeem S&H. Your choice of over 1500 nationally famous products. And at the S&H Redemption Store, they know what you want . . . you get what you want when you want it! So be dollars ahead *yourself*. Shop at the fine stores and service stations that give S&H Green Stamps.



SINCE 1896...AMERICA'S ONLY NATIONWIDE STAMP PLAN

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## Hot Fire, Cool Wood

The girl sitting comfortably on this wood table is not at all concerned about the leaping fire below—in fact, she is so warmly warmed by it. The 3 1/4-inch piece of plywood has been so effectively fireproofed that it would take a blowtorch at 2,700°F. a full 30 minutes to burn a hole through it. Even then it would not flame.

The wood is a product of the newest advance in making wood fire-resistant. It has been well soaked in a mixture of salts under such high pressure that every fibre is coated with a shield that keeps out air. Instead of feeding and encouraging fire, the wood

actually tends to put it out. A building made of fireproofed wood could contain a hot fire for a long time without weakening, sometimes staying stronger longer than even steel.

The fireproofed wood is now being made by 15 U.S. companies. Recognizing its safety, New York City's building code, the most rigid in the country, permits its use as structural members in many commercial buildings where steel was required. Savings of 20% or more on the buildings may be possible by using wood instead of steel. It would cost only 5% more to use it to build the average frame house.

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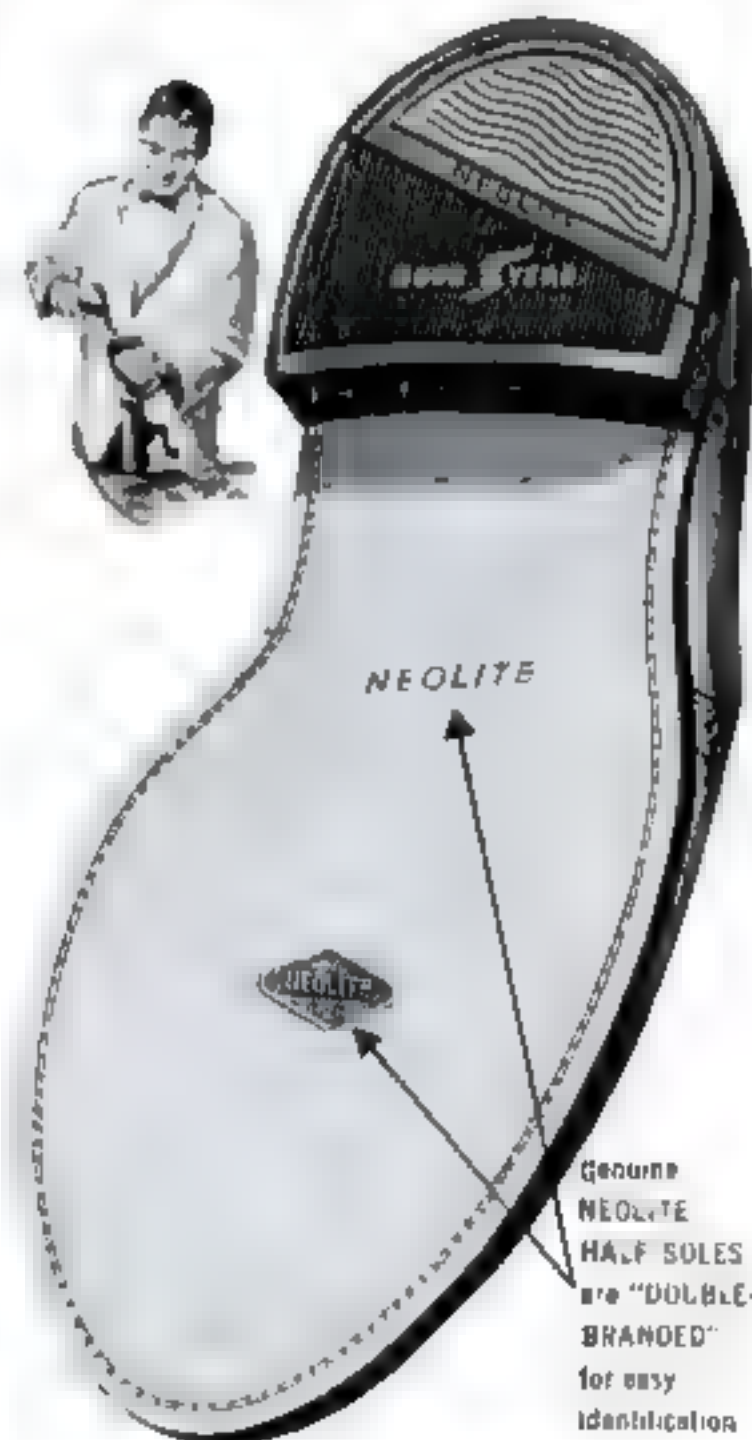
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NEOLITE Soles help shoes look better, walk better, wear better—help keep the family shoe bills down!

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**COMPLETE WITH THREE LENSES AND 9 FILTERS**

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**NEW MOVIE PROJECTOR**  
**WITH MOTORIZED ACTION-EDITOR**

Most complete, most advanced ever developed. Super Tru-Flector lamp 17% brighter than 750-watt, yet cooler. Push Button Controls, forward, reverse, still, stop, fast rewind. f1.4 Magna-Scope lens fills 40" screen from 13 feet. Motor driven action-editor with 6 sq. in. screen, built-in DuPont Mylar Tape dry splicer. K-110 8mm Projector — \$199.50.

Get your movies right the first time, all the time . . . cloudy, dark, bright or hazy days . . . with this amazing camera with the built-in brain. Works by solar energy, sets its own lens automatically as you press the trigger. Just won't let you make a mistake. Get clear, perfectly exposed pictures . . . with nothing to set or forget. And, you can't go wrong on Keystone price, either! Includes three f2.3 lenses, Quick-Shift turret for regular, wide-angle, close-up shots, unusual effects. Two built-in filters: one for haze, one for using indoor film outdoors.

(De luxe model with f1.8 lenses, \$129.50. Other Keystone cameras from \$39.95; Projectors, \$64.95 to \$199.50.)

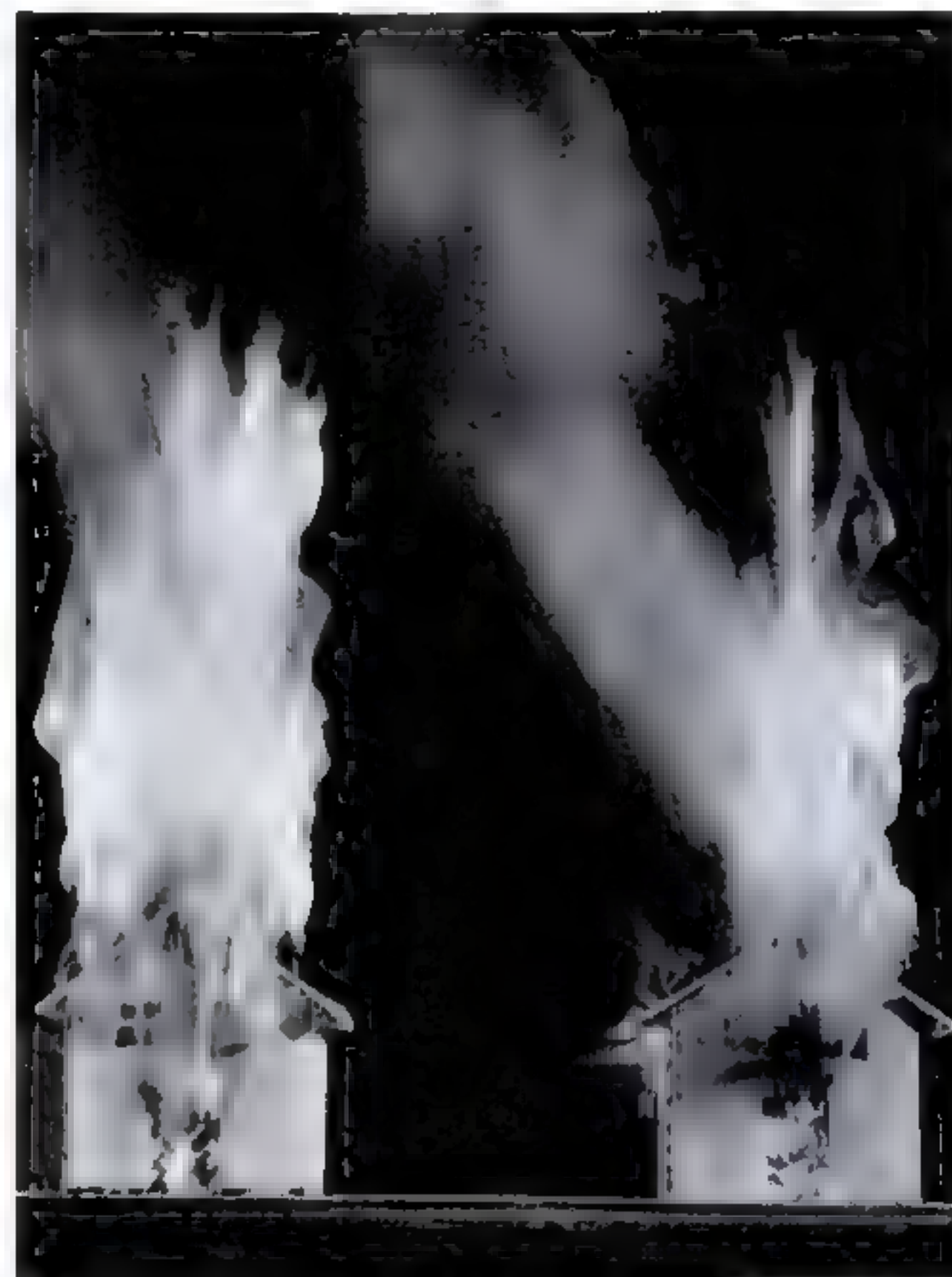
Lifetime Guarantee on all Keystone Cameras and Projectors. Registered in your name.

**KEYSTONE**

Free Catalog! Write Dept. A3, Keystone Camera Co., Inc., Boston 24, Mass. Prices slightly higher in Canada. © 1959.

COOL WOOD CONTINUED

## A FIREPROOFING TEST



**FLAMES SHOOT OUT** from two tiny plywood houses filled with kerosene-soaked excelsior. In this Cross, Austin Lumber Co. test the model house at left is of untreated plywood, the model house right is of fireproofed plywood.



**THREE MINUTES LATER,** house of untreated wood is a blazing ruin. House of fireproofed wood releases smothering gases when fire strikes and has already discouraged the flames. It remains structurally sound, though a bit charred.





## Hospitality Begins at Home

Nowhere is hospitality warmer, more memorable than in the home. And nothing characterizes true hospitality more than acknowledging a guest's good taste. Many hosts of mature judgment do so by serving Bonded Old Fitzgerald, memorable at six years old; or Very Old Fitzgerald, aged to the

bonded limit—prized as a connoisseur's bourbon. Both have a unique depth of flavor and rich bouquet . . . rare achievements of master distilling methods seldom practiced today—save in our family-owned Kentucky Distillery. Serve either, with pride and confidence . . .

### YOUR KEY TO HOSPITALITY

Bonded Kentucky Straight Sour Mash Bourbon • 100 Proof • Six and Eight Years Old  
Made in U. S. A. by BITZEL-WELLER DISTILLERY • Established Louisville, Kentucky, 1849



OLD FITZGERALD now comes in sleek new flasks, curved sum to fit your pocket like a wallet. With handy golden jigger cap . . . Travels anywhere!



*Now...More Fashion! More Excitement!*





# 'Colors Unlimited'—Second Edition!

## new 'Frosted' Lipsticks by Revlon

*First flash of a brilliant new fashion...  
pearlized iridescent color for your lips!*

Not just new colors...but a fabulous new *kind* of lipstick! Suddenly your lips light up with the iridescence of precious pearls...a look that reflects ultra-smart fashion...exquisite taste. Wear Revlon's 'Frosted' Lipstick night and *day*...a fashion as delicious as champagne for breakfast! Choose from six new pearlescent shades.

### *New Super-Frosting... 'PLATINUM'*

...makes all other lipsticks iridescent!

Wear 'Platinum' over all your favorite lipstick colors to give them the elegant new look of pearlized iridescence. For double-dazzle...wear it over 'Frosted' Lipstick.



CHERRY MUSSE

PLATINUM

PINK PLATINUM

APRICOT ICE

CANDIED PEACH

ORANGE PARFAIT

PINK JULEP

Colors shown are reproduced as faithfully as modern printing methods permit.





UNDER CONCRETE, BARREL-VAULTED ROOF OF GYM. BOYS AT WESTMOOR HIGH PLAY BASKETBALL. PORCELAIN MURAL ON EXTERIOR WAS MADE BY ANNE KNORR



STEEL RELIEF on exterior wall was made by Ernest Mundi to suggest seed pods flying through air



CONCRETE SUPPORTS of half-open roof between gym and classrooms make convenient sitting places →





TO SUGGEST LOOK OF GAMES PLAYED WITHIN, GYM WALLS ARE MADE OF SHATTERPROOF SAFETY GLASS SO NEITHER BALLS NOR PLAYERS CAN BREAK THEM



# Bright and Bold Bargains in Schools

## CALIFORNIAN ADAPTS SHAPES TO CLIMATE

The wonderland of bounding arches, transparent walls and butterfly stilts shown here is an everyday familiarity to students at Westmoor High School in Daly City, Calif. A far cry from the buildings that dominate most schoolyards, it is one of a series of spectacular schools recently built in the San Francisco Bay area by Architect Mario J. Ciampi.

Ciampi launched his revolutionary program five years ago with a primary school in Daly City, built with a gay mural around a landscaped courtyard. Since then he has branched out into more striking designs. For Sassarini School in Sonoma, Ciampi made the most of the sunny local climate by creating sliding walls of glass. For Vista Mar in Daly City, he

devised a circular building that protects the inner courtyard from prevailing fog and wind. For Westmoor High, also in a fog belt, he designed windowless classrooms with low ceilings which allow for the most efficient use of electric lights. But as a startling contrast he gave Westmoor a spacious glass-walled gymnasium with a high-vaulted roof.

These unorthodox schools have proven to be bargains. The cost of building (\$14.72 per square foot at Westmoor) and upkeep is below average for the area. Most important of all, the students like their schools. "One of the best things that ever happened to me," says Ciampi, "was when a Westmoor student came up and said 'Thank you for our lovely school.'"

CONTINUED





**ARCHITECTS AND CLIENTS** meet in Vista Mar courtyard where Ciampi gets straighter comments. At 12 he has won four national awards for his schools.

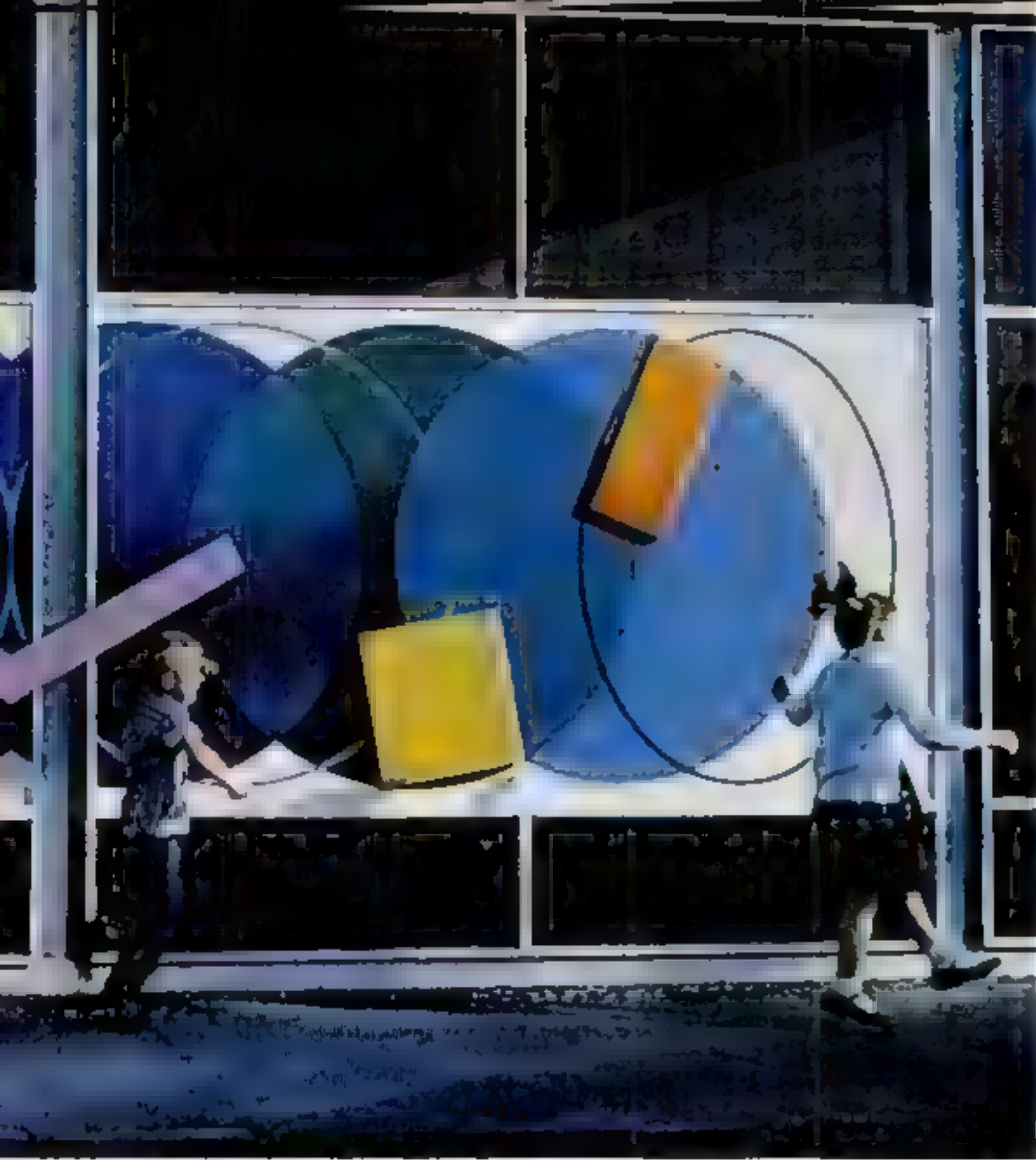


**SEQUENCE OF CIRCLES** in Vista Mar's 100-ft-long parade hall evokes old-fashioned hopscotch. The girls are playing outside Sessano's school in Sesto San Giovanni, Italy.

**MOST RECENTLY COMPLETED CIAMPI SCHOOL, VISTA MAR LIES AT EDGE OF DALY CITY, SOUTH OF SAN FRANCISCO. UNDULATING CONCRETE ROOF COVERS**







designed by Cramp's associate architect Allyn Martin, seem to give students pride in their buildings. Defacing of walls is unknown at Cramp's schools.



**STRIPED ANIMALS** decorate courtyard fence at Olympia school in Daly City. In art classes children often use murals as inspiration for their own paintings.

CLASSROOM BUILDING WHOSE WINDOWLESS OUTSIDE WALL IS ENLIVENED BY COLORED SHAPES. SMALL CIRCULAR BUILDING NEARBY IS SCHOOL MEETING HALL.





**NOW—A MEAL THAT SHOUTS**

**MEAT, MEAT, MEAT** TO YOUR DOG!



## **NEW MEAT RED KEN-L-MEAL**

**Real meat meal, carefully  
blended with other good  
things, gives it**

**meat flavor**

**meat aroma**

**meat red color**

**plus protein and energy  
in every bite!**

Meat! You know how dogs love it. Now, here's a completely balanced dinner your dog will love as much as meat itself!

It's got the wonderful taste of meat. It's got meat aroma. A succulent, satisfying, come-and-get-it smell. It's got meat red color. The color of good fresh hamburger.

It's better than meat alone because it contains more nutrients than meat alone provides. Protein and energy in every bite. It's a blending of all the nutrients, vitamins, minerals that dogs are known to need—in one wonderful dog food. New Meat Red Ken-L-Meal . . . he'll never want anything else.

**GUARANTEE**—We guarantee your money back with a smile if you're not satisfied. Simply send bottom of Ken-L-Meal package to Ken-L-Products, Box 6015, Chicago 80, Illinois.



**In 3, 5, 10 and 20-lb. sizes!**





**UNLIKELY PLOTTER.** Ballerina Margot Fonteyn (right), is met in New York by Dress Designer Judy Tatham (left) after dancer's expulsion from Panama.

## COMIC REVOLUTION CONTINUED

plane one way aboard the yacht while Tito sped in the other direction on a shrimp. He reached shore safely and took sanctuary in a tourist cabin at a seaside resort 65 miles from Panama City. The arms were buried—and were promptly unearthed by the government forces.

At this point everything came unstuck. Tito fled the tourist cabin to join Margot in Panama City, leaving behind a bagful of incriminating letters. One was from conspirator Judy Tatham complaining that she had taken a week off over Easter "to participate in it all" and was disappointed that things had to be postponed. The National Guard closed in on Tito and Margot. Tito barely made it to the Brazilian embassy, where he received asylum. Margot was tossed into the "presidential suite" of the jail, then thrown out of the country. "I don't believe in sacred cows," barked De la Guardia.

But now it was too late to stop the revolutionary forces plowing indomitably across the Caribbean from Cuba in a leaky 55-foot boat, the *Mayari*. One of the leaders of these brave troops, many of them veterans of Fidel Castro's recent victory, was a Havana nightclub owner named César Vega. They landed on the Panama coast only 50 miles from where they meant to. In the process they lost three men by drowning, including the son of the Panamanian chief justice, and three more by capture. They then slogged into Nombre de Dios, a village of 800.

When the invaders arrived they found a fiesta in full swing with beauty queens being crowned and an orchestra playing gaily. Somewhat sheepishly they occupied the village—but now they were stuck. The National Guard was on all sides of the town. And, cruelest blow of all, the country was not rising in support as it was supposed to.

But President De la Guardia was taking no chances. He invoked the Rio Treaty of 1947, by which any American state may call on its neighbors for help if attacked from the outside. Ecuador responded by sending a DC-3, Guatemala chipped in with boats, Peru offered a paratroop unit. The Organization of American States sent a five-man

CONTINUED



**CALLING FOR HELP.** Panama's envoy to U. S., Ricardo Arias (no kin to rebel Roberto Arias), asks Organization of American States for aid against revolt.

# new Ronson *Varaflame!*



**new! Lights for months!**

**new! Adjustable flame!**

**new! Fuels in seconds!**



**new! Exciting styles!**

Ronson's revolutionary Varaflame lights for months on a single butane fueling! Flame adjusts easily with fingertip control to any height desired for cigarettes, cigars or pipes. Ronson's economical new Multi-Fill contains enough Butron fuel for many refuelings. Fully guaranteed with a full year's free service policy. From \$14.95.



**FREE!** Write to Ronson Corp., 1 Ronson Road, Woodbridge, N. J., for free illustrated folder on Ronson's new Butron Pocket and Table Lighters.

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The  
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scotch  
'n water



MELLOW,  
LIGHT—  
JUST  
RIGHT  
FOR  
TONIGHT

**MARTIN'S V.V.O.**

BRAND

60% A.C. 70

BLENDED SCOTCH WHISKY 86.8 PROOF, IMPORTED BY McKESSON & ROBBINS, INC., NEW YORK, N. Y.



**BRIEF MUSICAL INTERLUDE** is offered residents of the occupied village by revolutionary soldier. Invaders included active members of Castro's army.

### COMIC REVOLUTION CONTINUED

committee of ambassadors to investigate and report. Observation planes were sent out to scout the revolutionaries.

Finally Fidel Castro himself got into the act, but not as the rebels expected. He disowned the rebellion by branding the revolutionaries "adventurers" and sent a two-man mission to talk to them.

Abandoned by their hero, the revolutionaries sent delegates to Panama to talk peace with the O.A.S. The conferees met on neutral territory, the U.S. air base at Albrook Field in the Panama Canal Zone. There Vega, a muscular, emotional man of 34 who recalled that as a University of Havana student he had played against U.S. Rugby teams in Miami's Orange Bowl Stadium, explained himself and his aims.

"We were told, I'm not saying by whom, that there was dictatorship in Panama. And you know we Cubans love to fight against that. I myself, for example, was a member of the expedition to conquer the Dominican Republic in 1947." During the Cuban revolution, Vega told newsmen, he had run guns to Castro from Florida. "I had to flee the U.S. in a white-haired disguise, but I made it to Cuba to be at Fidel's side. Now we want to free Panama."

The O.A.S. reported to the Panamanian government that Vega and his men wanted to return to Cuba with all their arms. But they needed a boat. The *Mayari* had gotten a hole in its hull on landing.

President De la Guardia sent aides shuttling between his sixth-floor suite in the plush El Panama Hilton Hotel and the O.A.S. conference room four floors below. By the time the invaders' representatives were finishing their fried eggs in the officers' club at Albrook Field the next morning, a decision had been reached: the rebels could not go back to Cuba. In fact if they did not hustle off to jail, the 3,000-man National Guard would annihilate them.

Vega accepted the inevitable. He helicoptered back to Nombre de Dios early the same morning and, standing in the square, explained



**END OF WAR** is celebrated by one of the invading revolutionaries with a couple of local girls after arrival of international team to accept surrender.





The Eldorado Sportable. A new kind of thin portable TV! Available in a variety of multi-tone finishes. 17-inch overall diagonal picture tube—136 square inch viewable picture.

# Announcing the new RCA Victor SPORTABLE

The only portable TV with *all* the features you want most! The picture and sound of a big set—dramatic new styling—front tuning and sound—*plus* everything you need for the very best in portable performance, looks, and convenience.

1. Automatic Channel Equalizer to keep every picture, every channel at highest quality level. Prevents overloading and fading, adjusts for changes in signal strength.



2. New "Signal Guide" Tuner specially designed for top portable performance even in many fringe areas.

3. TV's Shape of Tomorrow—very thin, sleek, easy to carry. Fashion-finished back for all-around good looks.

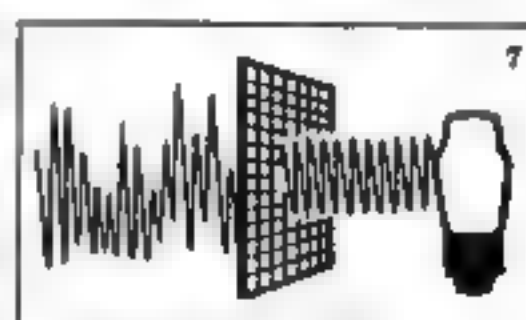


4. All tuning and speaker in front. Makes TV easier to tune. And you get world-renowned RCA Victor Sound.

5. New high-efficiency V-type, telescoping antenna.

6. Transformer-powered chassis—TV's most dependable. 10% brighter picture. Greater safety, too.

7. New RCA Tube Guard adds life to the set. Every tube, including picture tube, lasts much longer.



8. New fold-flat handle makes TV easy to carry.

9. New RCA Security Sealed Circuits for ruggedness, dependability and top performance. RCA Victor seals in the quality—seals out the trouble.



RCA Victor portables as low as \$149.95. See all the new models and styles at your RCA Victor dealer's.

BE A TWO-TV FAMILY—IT'S TWICE THE FUN!

**RCA** **RCA VICTOR**   
RADIO CORPORATION OF AMERICA

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YOUR FIRST TASTE  
WILL TELL YOU  
*it's real whipped cream*



## SHORTCUT TO SHORTCAKE...

Take your favorite shortcake, dessert shells or biscuits, add red-ripe strawberries, and crown with a snowy swirl of Reddi-Wip... so easy and so delicious because Reddi-Wip is *real* cream flavored with just a hint of sugar and vanilla.

© 1959, REDDI WIP, INC., AVAILABLE IN CANADA



**CHEERING VILLAGERS**, liberated from their revolutionary liberators, get together on the shore to give the invaders big send-off after their surrender.

## COMIC REVOLUTION CONTINUED

the surrender terms to the men. They turned in their rifles and machine guns and threw their sidearms into the sea. Six of them slipped away into the hills to avoid capture. The rest began knocking green oranges off trees to ease their hunger. The O.A.S. mission flew in and strode the village streets, observing the surrender preparations. A platoon of the National Guard turned up. The invaders said their goodbys to the people of Nombre de Dios, exchanging kisses and addresses with the local girls. Three couples had become engaged and would now have to part. Old men of the town talked sadly of rebel promises, now not to be fulfilled, of a new school and electric plant.

At 2 p.m. a rusty government landing craft hove up to the beach outside Nombre de Dios. The invaders, who had not fired a dozen shots since their arrival, were searched and helped into the boat by the National Guardsmen. The lone woman rebel carried a statue of the Virgin and Child she had brought from Cuba. Then, as the girls on the beach wept, the invaders sailed away, waving and singing Castro's song, *Sierra Maestra*. Their destination: jail in Panama City. Their sentence: not yet announced.

As the invaders' craft disappeared, another landing craft approached the beach, carrying a company of Panamanian National Guard in full battle dress. It had been standing off within a stone's throw of the boat carrying the rebels. Now the guard detachment leaped out and fanned out through the empty village, looking fierce and efficient, as though the invaders were still there. Machine gun posts were set up at intersections, walkie-talkies squawked, and an enormously fat major peered through a captured telescope, inspecting the other end of the village square—75 feet away.

During this new invasion not one cheer was heard. The townspeople sat sullenly on their front stoops. One elderly woman explained, "It's just that we're so poor. We thought these rebels might have helped us, although we knew all the time they were here to take over our country. But they were real gentlemen."



**DEFEATED TROOPS** bid a happy farewell to their erstwhile captives as they leave for prison. In center, hatless, is César Vega, a leader of the revolt.





**Easy way to a perfect picnic...**



*Take along the pork and beans with*  
**savory flavor!**

So much good flavor! Van Camp's are the only beans with Savory Flavor. It comes from Van Camp's famous secret savory sauce . . . a rich tomato sauce that's seasoned with special spices and carefully cooked in to each and every bean. Cooked in to bring the flavor out.

So much good nutrition! Van Camp's Pork & Beans are high in the food values your family must have . . . healthful Protein, Iron, Vitamins B<sub>1</sub> and B<sub>2</sub>, Calcium and Niacin.

Every picnic should include a hot dish that's good and good for you. This is it.

**VAN CAMP'S PORK & BEANS**

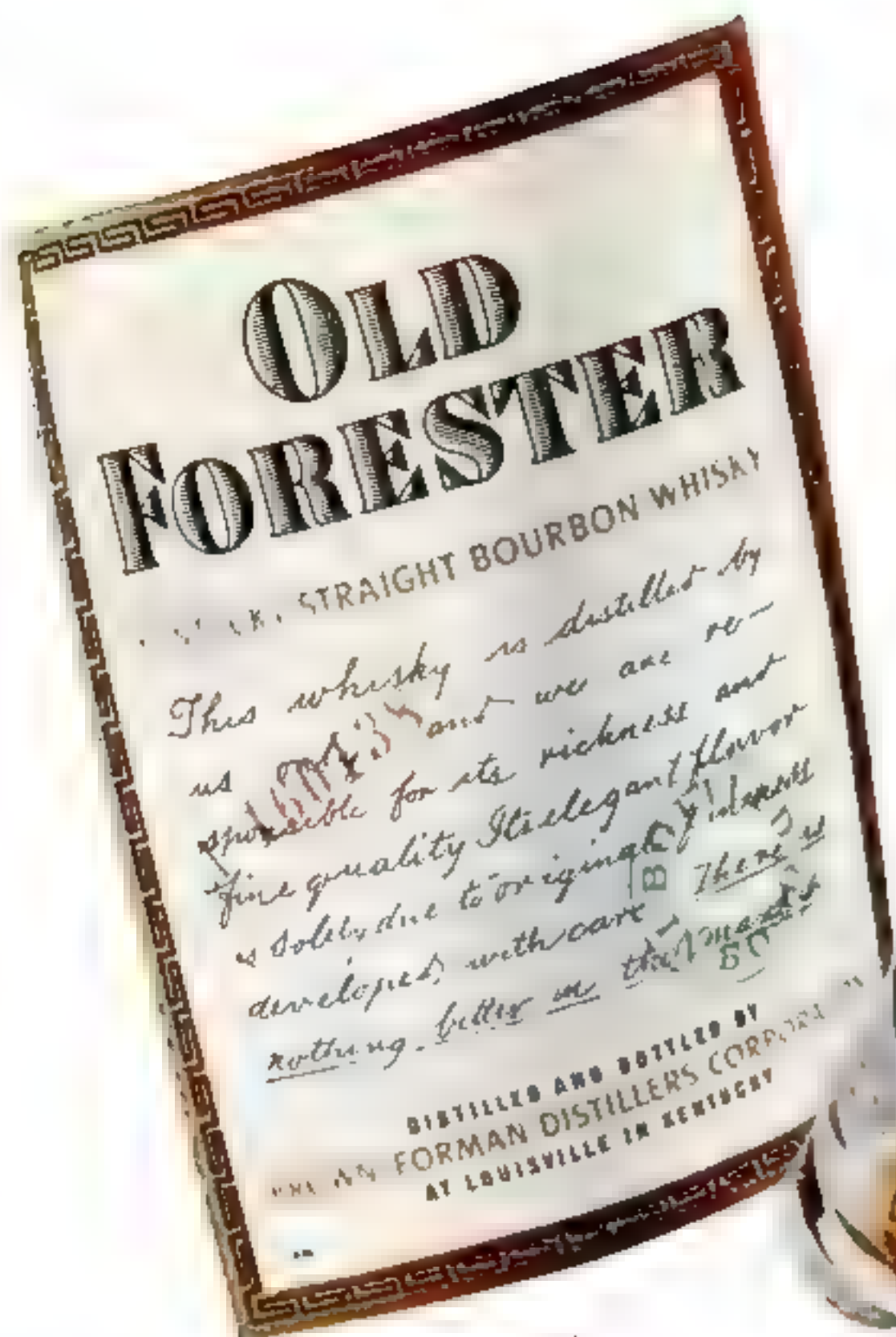
*The secret savory sauce is cooked in...Just heat...eat...enjoy!*



OUTSELLS  
 THE REST  
 'CAUSE IT  
 TASTES  
 THE BEST!

ANOTHER FINE PRODUCT  
 OF STOKELY VAN CAMP,  
 INDIANAPOLIS, IND. ANA





enjoy rewarding flavor  
that's uniquely Old Forester

Your taste will agree with the promise of quality on every Old Forester label. For famous bonded Old Forester has fulfilled our founder's pledge of excellence since 1870. Old Forester's "elegant flavor is solely due to original fineness developed with care."

Always bottled in bond, at full 100 proof.

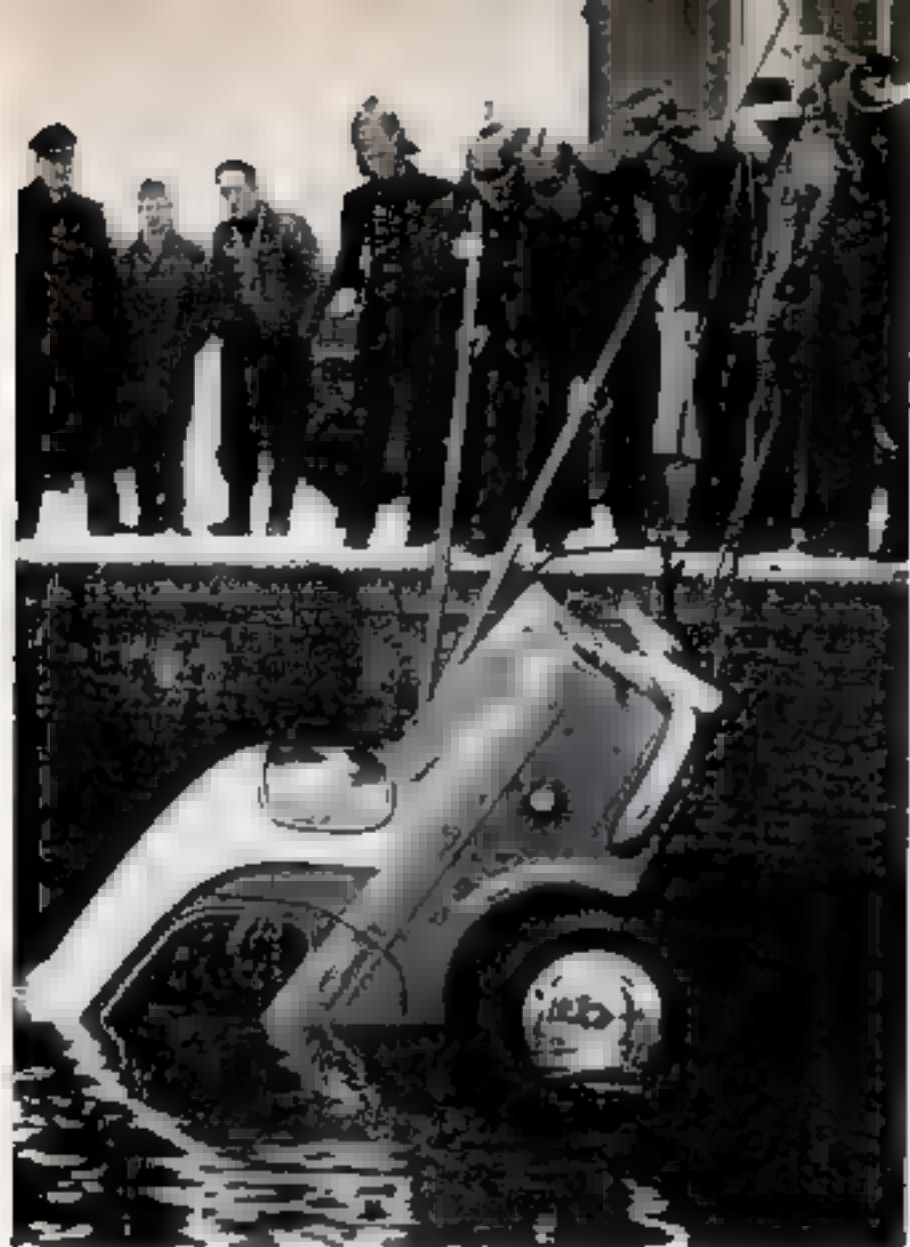
ON THE LABEL FOR 90 YEARS

*"There is nothing better in the market"*



KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY





**WATER-FILLED CAR** with drowned driver still inside is raised from bottom of a canal in Amsterdam.

# HOW TO GET OUT OF SUNKEN CAR

Every year in the U.S. an estimated 400 are trapped and drowned in autos that plunge into water. The casualty rate is even higher in Holland where many roads are bordered by canals. To cut the drownings the Dutch have begun a new kind of driver-safety course: how to escape from a closed submerged car. The technique should be studied by drivers everywhere.

The rider trapped underwater usually tries frantically to open the door, but it will not open because of the pressure of water outside. The rider must instead do an unnatural thing:

calmly let the car fill with water. When the water pressure inside equals the pressure outside, the door will open easily.

He need not drown while the car fills. If the car lands upright, as it does 75% of the time in Holland, a pocket of air remains inside, more than enough to last the 10 or 15 minutes it takes the car to fill. As it fills, he simply keeps his head in the air pocket, which is usually in the top portion of the car. When the water stops rising, he takes a deep breath, opens the door, pushes out and up to the surface.

IN MOCK-UP CAR SUBMERGED IN APELDOORN SWIMMING POOL, INSTRUCTOR GERRIT VAN ENGELAND (RIGHT) GIVES HOUSEWIFE A LESSON IN HOW TO ESCAPE



CONTINUED





COLGATE WITH GARDOL FIGHTS BOTH  
BAD BREATH AND TOOTH DECAY ALL DAY

# STOP BAD BREATH WITH COLGATE WHILE YOU Fight Tooth Decay All Day!

Brushing with Colgate helps give the surest protection all day long!  
Because of all leading toothpastes, only Colgate contains Gardol!

**FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY!**

Colgate with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes,† only Colgate contains Gardol to form an invisible, protective shield around your teeth that fights decay all day. Colgate stops mouth odor all day for most people, too! Ask your dentist how often to brush your teeth. And remember! Nothing takes the place of brushing—and nothing brushes better than Colgate!



**NEW**  
**Power Packed**  
**COLGATE**  
**DENTAL CREAM**

- New Aerosol Container!
- New Finger-Tip Easel!
- Same Refreshing Colgate Flavor!

**POWER PACKED**  
**COLGATE**  
**DENTAL CREAM**

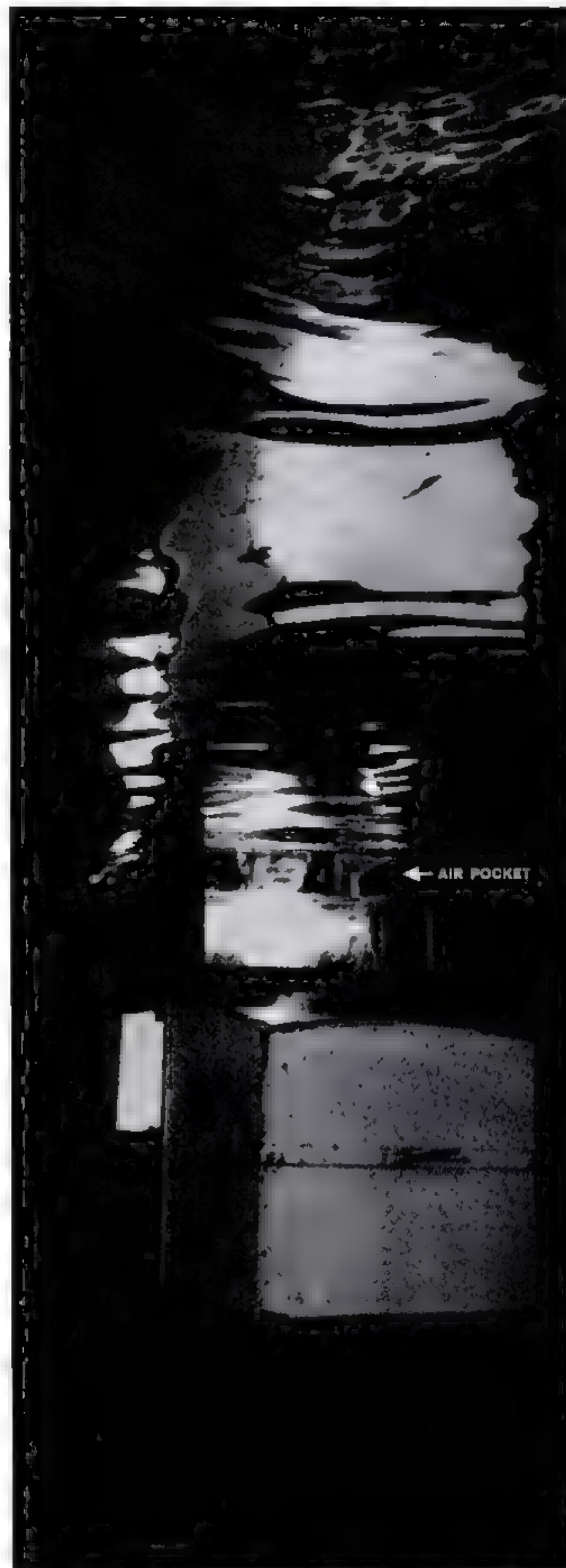
**COLGATE**  
**DENTAL CREAM** with GARDOL

98¢

31¢ 53¢ 69¢ 83¢

†TOP THREE BRANDS AFTER COLGATE. GARDOL IS COLGATE'S TRADE-NAME FOR SODIUM D-LAURYL SULFONATE. © 1968, COLGATE-PALMOLIVE COMPANY

**CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH**



**POCKET OF AIR** forms in a submerged car, usually at the top of the water but on rare occasions between two layers of water, as shown here. Even in this instance it rises quickly to the top. Air pocket may not form if (1) car submerges with windows open, (2) window is opened after submerging, (3) car overturns, (4) car lands on side. The Dutch advise that a driver headed for water should step on the gas to increase his chances of landing upright.





Jantzen Inc. Portland 8 • Oregon

# Jantzen

**if you care how you look while you play**

Jantzen travelers' checks, like American Express Travelers' cheques, wonderful any place on earth... in the season's smartest sportswear for all the family. Fabric is finest "quick-care" cotton, tailoring is meticulous according to the London code, the fit is Jantzen-perfect. Everything is wonderfully-priced, including the Jantzen shoes, 1.98 to 10.98... at finest stores



390 MINUTES TO LONDON VIA PAN AMERICAN JET CLIPPER\* . 2 MINUTES TO GLOBAL GLAMOUR VIA JANTZEN



Join the knowing home buyers who insist on  
**WOOD WINDOWS**



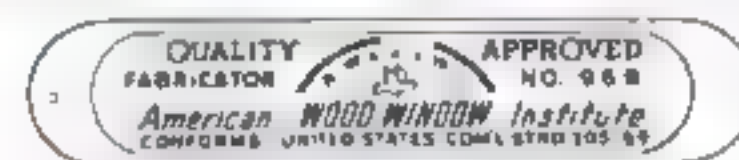
Second-time home buyers are definitely not second-time losers—they know what they want in a home. It's wood windows and paneled doors of Ponderosa Pine. And that's a good tip for all home buyers.

Yes, experienced home buyers have learned about the values they get with Wood Windows. They base their choice on the wonderful advantages that Ponderosa Pine Windows give them . . . added protection from winter's chill . . . from the messy stains and drippings of frame condensation . . . from the heat and dust of summer.

*Ponderosa Pine*  
 WOODWORK



LOOK FOR THIS GUIDE TO WINDOW QUALITY



The American Wood Window Institute Seal on Windows is your guarantee that they conform to the specifications of F.H.A. standards and are:

Correctly designed • Preservative treated • Properly balanced  
 Properly constructed • Made from carefully selected kiln-dried lumber  
 Efficiently weatherstripped

Ponderosa Pine Woodwork is an association of Western Pine producers and woodwork manufacturers located at 39 S. LaSalle St., Chicago 3, Ill.

WOOD IS SO GOOD TO LIVE WITH... *Ponderosa Pine* WOODWORK





WHEN WATER FILLS CAR, the instructor opens door and gets out. Since it is best to get out one at a time in order to avoid crowding and panic, the pupil

waits her turn. With her head pressed against the ceiling, she has plenty of air left in the pocket to sustain her. The pocket remains even after door opens.

CONTINUED

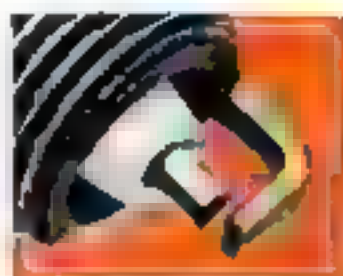


AT LOW SPEEDS—some spark plugs foul quickly. POWER TIP gets hot fast and stays hot to prevent fouling. Harmful deposits are burned away clean.



AT HIGH SPEEDS—some spark plugs overheat and pre-ignite the fuel. But POWER TIP stays cooler to effectively check engine-damaging pre-ignition.

## Auto-Lite Power Tip "fires up" your engine\* at all speeds!



AUTO-LITE, the only spark plug with genuine POWER TIP, is the first spark plug ignition-engineered to deliver peak performance and economy in today's high-horsepower engines at all speeds!

TODAY'S "VARIABLE-SPEED" DRIVING is tough on spark plugs. Creeping at traffic-jam speeds quickly tends to foul ordinary spark plugs. And at higher speeds on the highway, overheating of ordinary spark plugs will rob you of engine power and can lead to destructive pre-ignition. Now you can "fire up" your car for top power and economy at *all speeds* with Auto-Lite Resistor Spark Plugs with Power Tip.

Ask your garage or service station to install Auto-Lite . . . the only spark plugs with Power Tip . . . and start enjoying top performance and economy from your car now.

\*Power Tip, with or without Resistor, is ignition-engineered for overhead-valve V-8 engines and for most overhead-valve 6-cylinder engines in all these cars—Buick, Cadillac, Chevrolet, Chrysler, De Soto, Dodge, Edsel, Ford, Hudson, Imperial, Nash, Lincoln, Mercury, Oldsmobile, Packard, Plymouth, Pontiac, Rambler, Studebaker.



# AUTO-LITE POWER TIP

Auto-Lite manufactures over 400 products including Spark Plugs, Batteries, Wires and Cables, and Automotive Electrical Systems sold throughout the United States and Canada.



# the 'Botany' 500' look



*as tailored by Daroff*

*so light, so cool,  
and yet so smart  
it's Dacron\*Worsted  
at its very best  
'DAROLite'...\$55*

*Another triumph for Daroff tailoring, as the comfort and coolness  
are a triumph for the exclusive dacron-worsted fabric.  
The 'Botany' 500' look is the air of success and achievement  
produced for you by Daroff tailoring and unerring good  
taste. By the way...America's greatest Summer clothing value!*

\*DuPont trademark for Polyester fiber

Prices slightly higher in the West.



Look for the complete  
wardrobe with this label...

**'BOTANY' 500'**

*tailored by* **DAROFF**

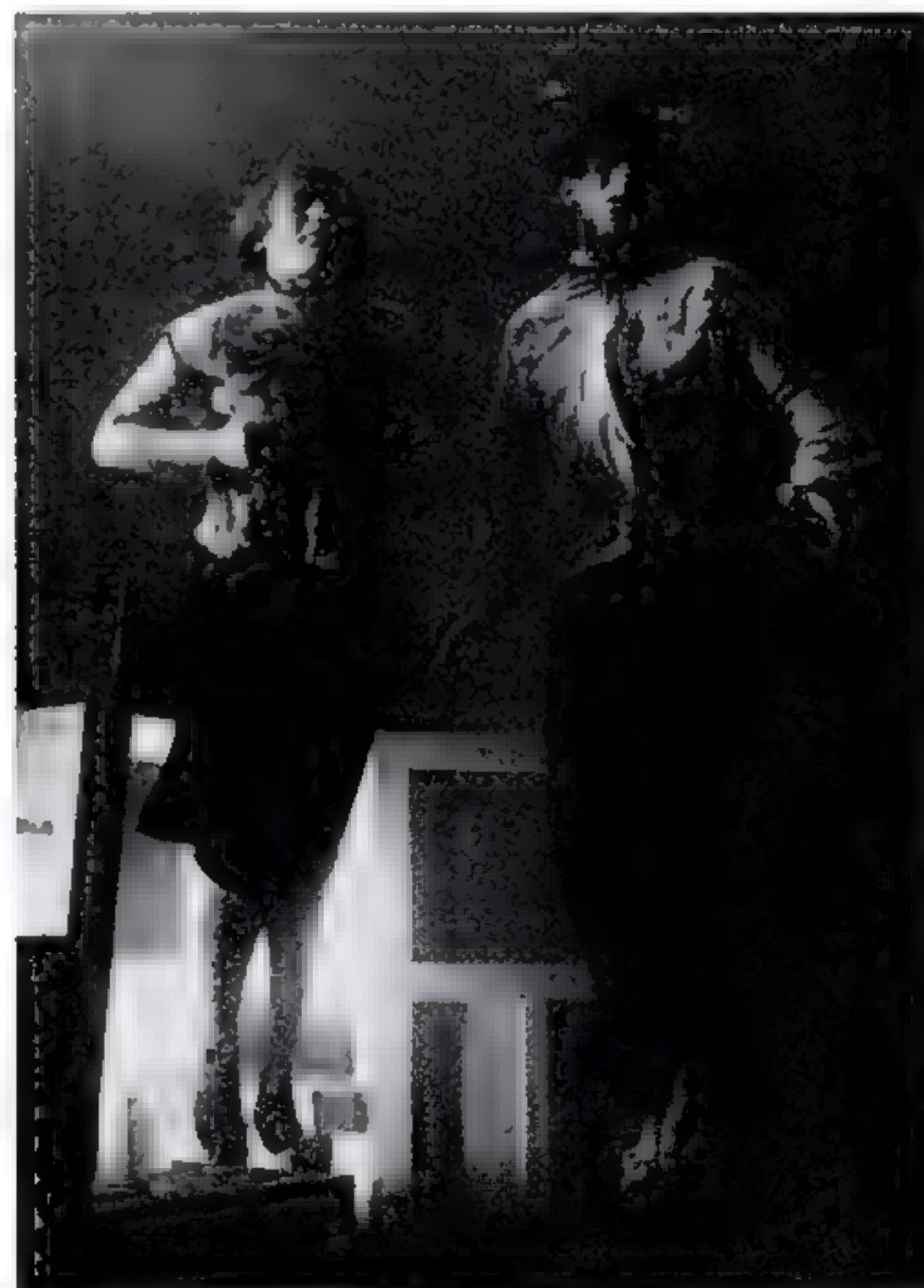
at your nearest 'BOTANY' 500' dealer or write:

H. DAROFF & SONS, Inc., 200 Fifth Avenue, New York 10, N. Y. - 2300 Walnut Street, Philadelphia 3, Pa.

## CAR ESCAPE CONTINUED



**SAFELY OUTSIDE.** Instructor Van Engeland hovers in the water near the car to make sure his pupil does not panic and can get out without assistance.



**RISING TO SURFACE.** pupil and instructor complete escape demonstration. Pool is 10 feet deep, about the same depth as most of Holland's canals.



# KRAFT CANDIES

good, like all Kraft foods



CHESTER  
GOLDBERG  
Reg. U. S. Pat. Off.  
© 1968 by  
The Chicago Tribune

## Wanted-Kraft Caramels!

Wanted everywhere.

Reason: Kraft makes 'em the good old-fashioned way.

Chewy, buttery-smooth, rich in true caramel flavor.

Hungry for real caramels? Have some Kraft Caramels!



Kraft makes wonderful Fudgies and Marshmallows, too!





## *Precious Bundle of News*

There's always so much to tell when there's a new baby!

Day after day and month after month comes something new. The gains in weight. The cute little tricks the baby does. And later on the momentous announcements of the first tooth, the first word, and the first brave, uncertain step.

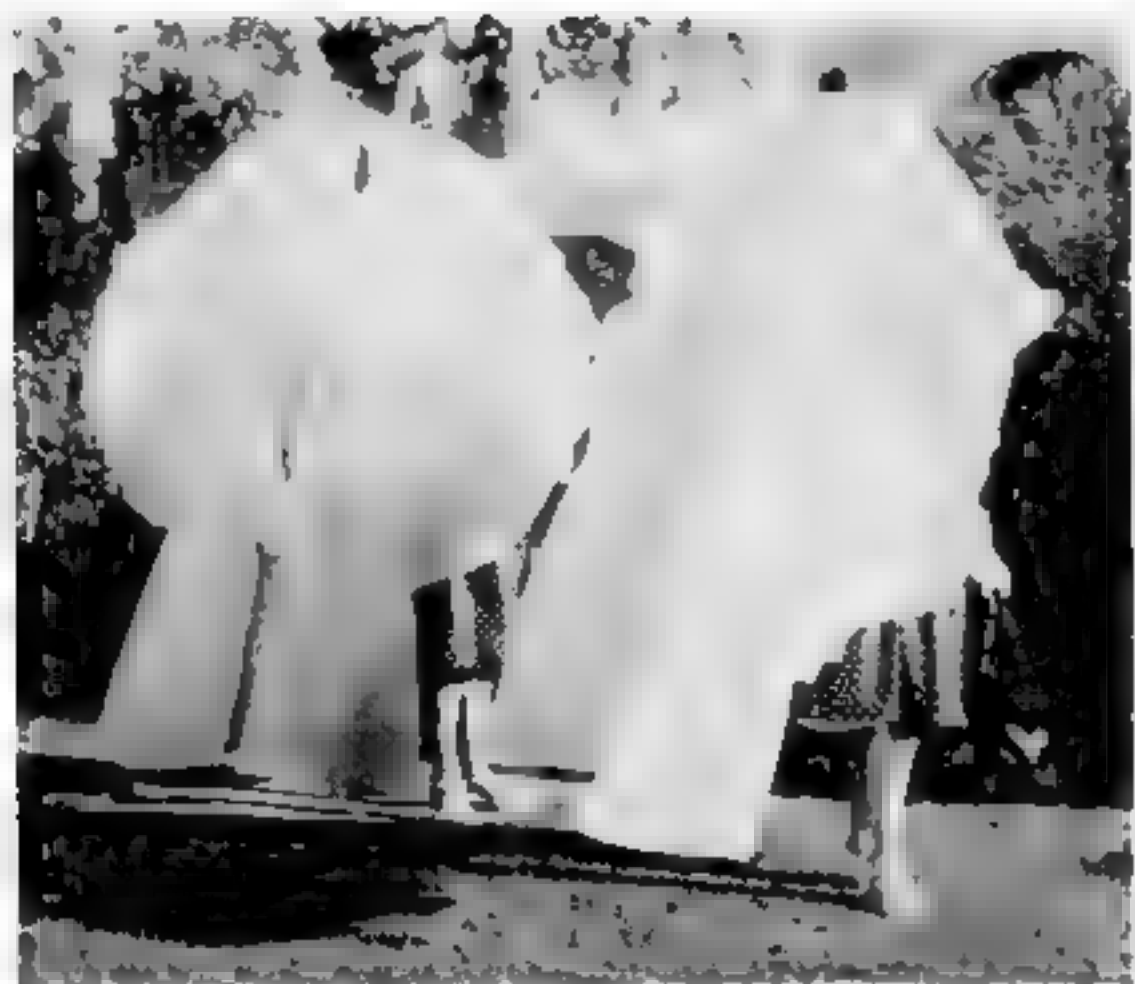
One of the nicest things about the telephone is the way it helps out-of-town relatives and friends—grandparents in particular—keep in touch and share the family news.

Right now, you can brighten a day or save many a worry with a Long Distance call.

BELL TELEPHONE SYSTEM







**ENGULFED IN GOWNS** twins leave home carrying dresses they will wear in the final round of Palo Alto beauty contest.

## Twin Beauty Queens

In fiction there is nothing like a pair of identical twins to create confusion and comedy. In real life, twins Patricia and Leisha Gullison of Menlo Park, Calif. have started something that is likely to prove a lot of fun. Identical 19-year-old beauties, they entered the Palo Alto beauty contest recently, hoping to make it hard for the judges. Baffled and admiring, the judges could not choose between them so they named the twins jointly Miss Palo Alto.

As winners in Palo Alto the twins can—and say they will—enter the Miss California contest next month in Santa Cruz. The joke may not stop there. In Atlantic City officials of the Miss America contest have heard about the Gullisons and are reported worrying already over whether to accept a Miss California if she turns out to be muses.



**LOVELY LOOK-ALIKES** Pat and Leisha parade in matching suits at Palo Alto beauty contest.

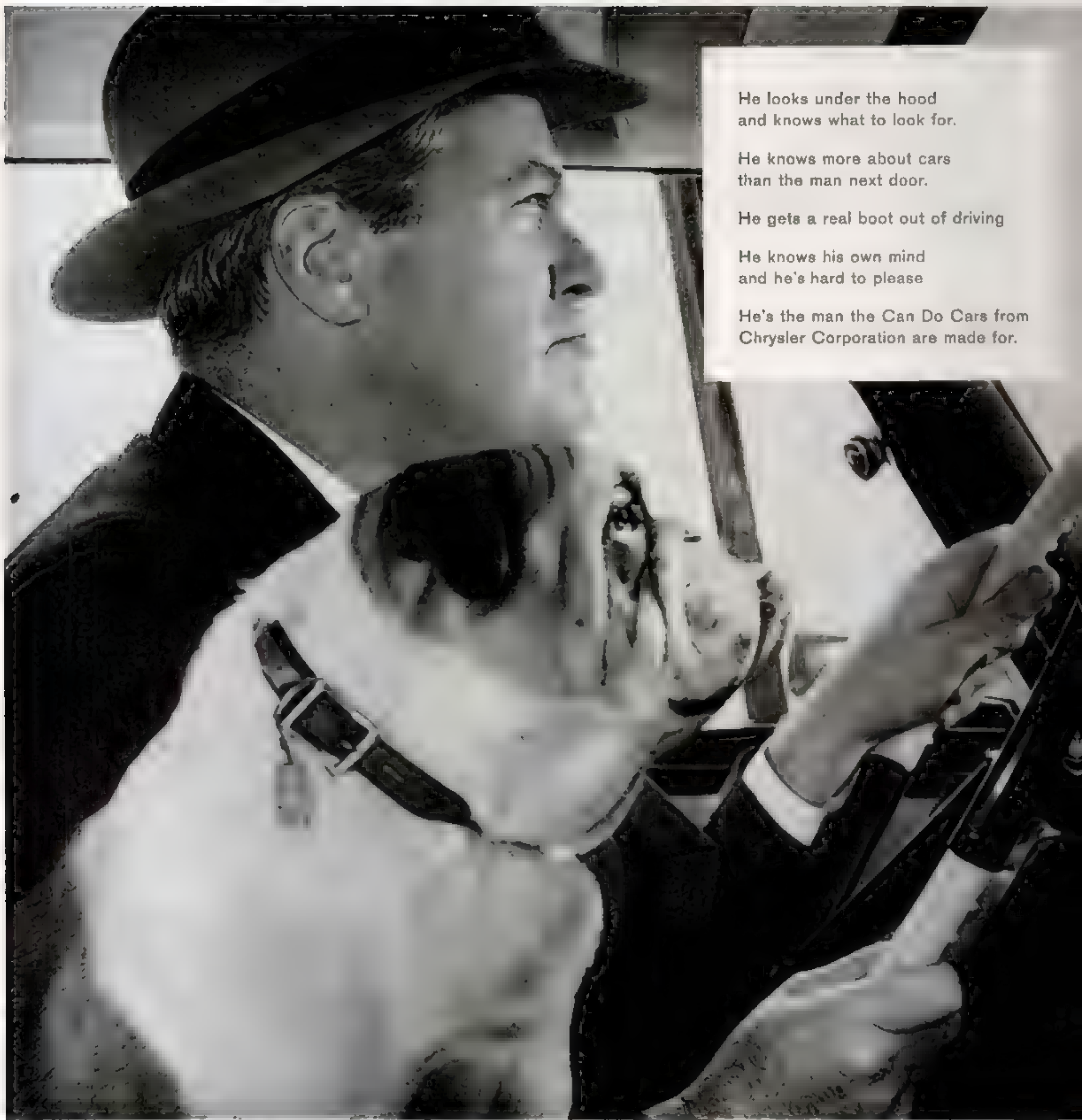
They are indistinguishable except that Pat (left) has chipped tooth and Leisha has double dimples.

**AS MISS PALO ALTO, PATRICIA NORMA AND LEISHA JANE GULLISON GET A DOUBLE HIT OF CONGRATULATIONS FROM AN OLD FAMILY FRIEND, GORDON BAKER**





# TO THE 1 MAN IN 4 WHO



He looks under the hood  
and knows what to look for.

He knows more about cars  
than the man next door.

He gets a real boot out of driving

He knows his own mind  
and he's hard to please

He's the man the Can Do Cars from  
Chrysler Corporation are made for.



PLYMOUTH • DODGE •



# WANTS A LITTLE BIT MORE

## How to get the extra excellence you're after when you buy a car in any price class

No matter what price class you're interested in, model for model and make for make, you'll find most cars cost about the same.

The question is what you get for your money. This ad is about the things you get if you buy a Plymouth, Dodge, De Soto, Chrysler, or Imperial.

### Styling that sets the pace

Goodness knows, we're not the ones to say that the looks of a car don't matter. It's pretty commonly accepted that most of the industry is now copying the styles that Chrysler Corporation cars started three years ago.

But a car is to drive—and to ride in, and our cars really show their stuff when you get them out of the showroom and get going.

### Take a critical ride

The ride is what makes a car easy to

live with. You won't drive one of our cars very far before you'll be thinking someone has repaved the street and straightened out the curves.

That's because of the exclusive Torsion-Aire Ride. It employs the same torsion bar principle now used in many imported sports cars costing \$10,000 to \$15,000. It gives you squat-free starts, dip-free stops, and stability on turns that you used to have to buy a sports car to get. You won't find it in any American-made cars except the ones from Chrysler Corporation.

### Inches that stretch into r-o-o-m

Inside the car, it's remarkable to see how Chrysler Corporation engineers have used an inch here and an inch there to give you what seems like all the room in the world. Particularly in the back seat. You can keep your hat on. You can move your elbows. And you don't have the front seat in your lap.

### A full-size car doesn't have to be a gas hog

When you've given one of these cars the gun and put some miles behind it—you'll soon learn that full-size cars don't have to be gas hogs. Power plants in cars of The *Forward Look* are free-spending with power but tight-fisted with gasoline. And they proved it by winning more first and second places in the Mobilgas Economy Run in the past three years than any other family of cars.

### Power steering that lets you "feel" the road

There are several kinds of power steering. Chrysler Corporation engineers were the first to put power steering into passenger cars, so naturally they had more time to improve it.

The result is Constant-Control Power Steering. It means you don't have to give the steering wheel 4 to 8 pounds of help before the power steering actually responds, as you do in most other cars with other types of power steering.

With such finger-tip steering response, these cars still give you a reassuring feeling of unity with the road. The wheel holds steady and the cars keep a sure, straight course, even in sand, on rutted roads, or in the unlikely event of a blowout.

### Quality with no loose ends

All our cars, from the lowest-priced Plymouth to the highest-priced Imperial, are put together to give all the pleasure engineered into them. Listen for rattles and squeaks. You won't hear them. Look for loose ends, you won't find them. Thank the Quality-Control Program setup by Chrysler Corporation, the most extensive in the industry.

### Make the car compete

Don't buy any car—not even one of ours—until you've put it through its paces and matched it against competing cars. Our cars can do what they look like they can do. A drive will bring out the difference great engineering makes. And your dealer is aching to let you prove it.



Built for the 1 man in 4 who wants a little bit more

## DE SOTO • CHRYSLER • IMPERIAL

The Can Do Cars—Quality-built from Chrysler Corporation



# Red Nichols Sees Himself



**A FRANTIC FATHER** Nichols (Danny Kaye) talks to stricken daughter Dorothy (Susan Gordon) as wife Bobbie (Barbara Bel Geddes) watches. In real life Red took big part in nursing her back to health.

Ernest Loring (Red) Nichols harks back to the '20s when hot jazz swept the land, back to *The Washboard Blues*, *Dinah*, *Shim-me-sha-cobble* and the *Sheik of Araby*. He and his band, the Five Pennies, were as famous in their day as Louis Armstrong or Bix Beiderbecke, Benny Goodman, Glenn Miller, Jimmy Dorsey, Jack Teagarden, Gene Krupa all played with Nichols. For 20 years he blew a warm place in a generation's memories and then suddenly fell silent.

Now a movie explains, with tears, what happened. In Paramount's *The Five Pennies*, Danny Kaye as the trumpeter enacts Red's life and shows how he gave up music and went to work in a shipyard after his daughter came down with polio. Now, his daughter recovered (*below*), Red himself is back on the bandstand. The movie is at its best when, dubbing for Kaye, Red plays his old pieces, *My Blue Heaven*, *Juda*, *Indiana* and *Battle Hymn of the Republic*.



IN MOVIE SCREENING ROOM THE REAL RED NICHOLS, FLANKED BY HIS WEEPING WIFE AND PRETTY DAUGHTER, WATCH, ABSORBED, AS THEIR LIVES UNFOLD



**BATTLE OF BRASSES** in movie comes when Nichols visits Harlem to hear Armstrong play. Here Louis himself and Danny blow *Battle Hymn of the Republic*.



**WITH GLEEFUL CHUCKLE** the real Nichols watches passage between Armstrong and Kaye. His verdict, as on all music he likes, is "that's happy music."



MAX FACTOR sets your lips aglow with  
**IRIDESCENT MAGIC**  
new luminous lipstick brings them excitingly  
alive with soft shimmering beauty



It's NEW! It's DAZZLING! It's different from any lipstick you've ever known! These are truly iridescent lipcolors that gleam with silver through and through. Only from MAX FACTOR at \$1.25\*...each fits the glamorous Hi-SOCIETY mirror-cases.

\*PLUS TAX © 1955, MAX FACTOR & CO.





The best... ultra-fine... from Kellogg's... at Maple Creek

**Nourishment for six senses.** It looks good—tastes good—feels briskly good—sounds off with a “Snap-Crackle-Pop” —takes on fresh fragrance from fruit. Best of all is your sense of well-being—because it gives you the important nourishment of whole grain rice. Makes sense to keep some handy, doesn't it?

*“They snap with energy,  
Crackle with fun,  
Pop up the muscles  
For everyone.”*



**Kellogg's**

**RICE KRISPIES**

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## TEAMSTERS PART II



IN HIS OFFICE IN CENTER OF WASHINGTON, HOFFA INTERRUPTS STUDY OF UNION REPORT FOR PHONE CALL. PICTURE ON DESK IS OF HIS DAUGHTER BARBARA

# WHAT HOFFA'S UP TO, AS JIMMY HIMSELF TELLS IT

LIFE team spends weeks with feared union leader to get a unique self-portrait

Sitting shirt-sleeved at his desk in Washington, James Riddle Hoffa commands a clear view of the Capitol and the Senate office building, the working home of his arch-enemy, Senator John McClellan. McClellan's searching investigations of the International Brotherhood of Teamsters, which Hoffa heads, have repeatedly exposed the union's corrupt hoodlum tactics.

But the publicity has hurt neither Hoffa nor the union, whose numbers and unbridled strength continue to grow. Feeling he cannot be harmed by publicity or exposure, Hoffa permitted LIFE to come

inside the union to photograph and report on it without restraint.

Last week, in Part I of this three-part series on Hoffa's Teamsters, LIFE showed the sources of the union's power. For Part II this week a LIFE photographer-reporter team accompanied Hoffa all around the country, watching him at work and setting down his candid words. Here for the first time Hoffa talks openly of his bold strategy, his tough philosophy and the ultimate goals he pursues for his 16 million Teamsters—the men he warns, "Without the word Teamster after your name you're just another gear-buster."





IN BERTH ON LOS ANGELES-CHICAGO FLIGHT, HOFFA GETS TEA FROM STEWARDESS ELEANOR ADAMEK

# COAST TO COAST WITH THE BOSS

by ROY ROWAN

**F**OR three weeks LIFE Photographer Hank Walker and I virtually lived with Jimmy Hoffa. During this time we accompanied the much-feared but little-known boss of the Teamsters to every single meeting, conversation or dealing in which he took part. We ate breakfast, lunch and dinner with him. All over the U.S. we were permitted to sit in on his closed-door huddles with conference chiefs, organizers, business agents and shop stewards. In effect we became temporary members of this burly, broad-backed brotherhood, in which the

fraternal badges of identification are star sapphire rings, monogrammed shirts, king-sized cuff links and Cadillac cars.

In Washington, Walker and I had free run of the Teamsters' \$6 million headquarters—the pile-carpeted, walnut-paneled offices that union man Hoffa still calls “the hall,” but which rank-and-file truck drivers are more likely to refer to as “The Dave Beck Memorial” or, recalling the former Teamsters boss's baldness, “Skinhead's Marble Palace.” Often when we arrived, the door that seals off Hoffa's office from the anterooms occupied by Yuki Kato, his niece assistant, and Jody Sullivan, his secretary who was “Miss Washington, D.C. of 1948,” was closed even to his associates. But we had only to push it open and walk in.

Sitting shirt-sleeved in a high-backed swivel chair (preceding page), Jimmy Hoffa has a battery of telephones at his elbow, a 48-button intercom system and a control panel that operates electrically drawn drapes, a built-in television set, a muted hi-fi and a concealed bar that teetotaler Hoffa can make slide out of the wall at the flick of a switch. Such elegant executive trappings would have brought hoots of derision from Hoffa in his early picket-line days. Now, he jokes, “Nothing's too good for the Teamsters and very little's good enough.”

We had the same free access to suite B-1250 in the Woodner Hotel. This is a luxurious three-room, 10-telephone suite that Hoffa shares in Washington with his executive vice president, Harold Gibbons. No two close associates could appear to have less in common. Hoffa, squat and muscular, is as blunt in looks



IN KITCHEN OF HIS WOODNER HOTEL SUITE IN

as he is in conversation. Gibbons, tall and taciturn, is a keenly observant aide who in the pre-vicuña days was known around Washington as “Hoffa's Sherm Adams.” “Gib is my longhair,” explains Hoffa.

Starting off his working day in the Woodner suite around 7 a.m., Hoffa bustles about the kitchen half-dressed, cooking breakfast for Gibbons, his personal assistant Larry Steinberg and any one of the 300 Teamsters' lawyers who may drop in for a cup of coffee and a quick legal conference. The mere fact that Hoffa has



INTERVIEWING HOFFA, LIFE's Rowan accompanied union boss on flights covering 10,000 miles.



IN DETROIT Hoffa kibitzes on Louis Gutter (left) and Phil Sallen before meeting of his own Local 299.





WASHINGTON, HOFFA (LEFT) COOKS BREAKFAST FOR LAWYER SID ZAGARI (GLASSES), ASSISTANT LARRY STEINBERG AND VICE PRESIDENT HAROLD GIBBONS

a corps of attorneys huffing after him everywhere he goes does not mean that he has a particularly high regard for them, or even leans on them for advice. The Teamsters' chief counsel, Edward Bennett Williams, is the only lawyer Hoffa really depends on to keep him out of trouble. "The hell with all that book law," says Hoffa. "Ed Bennett Williams has got some original thought and he's got imagination."

Leaving the dirty breakfast dishes in a pile, Hoffa moves briskly about the suite as he finishes putting on his clothes. As he hurries from

bedroom to bathroom to living room he also shifts from telephone to telephone, checking on Teamsters operations in Puerto Rico, Florida, California and other parts of the U.S. Finally about 8:30 a.m. he and his associates climb into a black Cadillac and drive to the Teamsters headquarters at 25 Louisiana Avenue. Hoffa always does the driving, just as he cooks breakfast. "That," says assistant Larry Steinberg, "is what you call collective leadership."

But Jimmy Hoffa is no Washington "desk-bird," a term he mockingly applies to office-

bound union officials. He spends about half his time hopping hurriedly about the U.S., hacking away at the multitudinous problems of his vast Teamsters domain. Following him for three weeks, Walker and I found ourselves in Washington, New York, Harrisburg, Detroit, St. Louis, Los Angeles, Las Vegas and Chicago, and in some of these cities more than once.

Everywhere we went we saw Hoffa's underlings striving hard to emulate the boss. Hoffa neither drinks nor smokes, and many of his local chiefs have discarded these habits too.

CONTINUED



IN LAS VEGAS Jimmy plays a machine, mulling million-dollar union investment in local hospital.



IN PEVELY, MO. Hoffa barbercues sparrows at a picnic and inspection tour of Teamsters health camp.



IN ST. LOUIS he sits in dentist chair at Teamsters clinic, getting teeth cleaned by Dentist Walter Khe.





IN DRIVER'S CAP AT BE-MAC TRANSPORT TERMINAL IN ST. LOUIS, JIMMY TURNS CHARM ON FOR MEMBERS



WITH DRIVERS at St. Louis Terminal of Arkansas Best Freight Line invites Hoffa, Teamsters and file

meeting. Shaking hands. Teamsters. If you can't make our meeting Sunday, get some overtime

## TEAMSTERS CONTINUED

Hoffa is on a weight-losing kick, and so too are many of his padded-out deputies. But more than anything else, every Teamsters official in the U.S. seems to be trying to copy Hoffa's breakneck pace. When Jimmy walks anywhere he goes almost at a jog. He skips upstairs. Even his gestures are made in quick thrusts. With his subordinates doing likewise, Teamsters offices look like one of those old-fashioned, speeded-up silent movies.

Traveling for Jimmy Hoffa involves a merry-go-round of airplane rides, speeches, banquets and hotel room meetings, interrupted only by such an onslaught of long distance telephone calls that some exasperated callers ended up telephoning my room to try to get a message through to Jimmy. Hoffa calls any conversation at all, no matter how casual, a "meeting." On many days these meetings run from breakfast to bedtime, a span of 18 hours. One evening in Los Angeles Hoffa had so many meetings backed up outside of his hotel room that there were clumps of Teamsters cooling their heels around every palm tree in the patio. "I don't like to keep nothing dangling," says Hoffa explaining his method. "I like to clean everything up every day."

Hoffa never seems of a mind to let anything dangle for even five minutes. In Las Vegas we watched him idly pump a dollar's worth of nickels into a slot machine while he made up his mind whether to invest \$1 million of Teamsters pension fund money (at 6% interest) in a new Las Vegas Hospital (he decided to do so). But weighty decisions cause him little worry. "Don't worry about nothing," he frequently remarks. "Ninety percent of what you worry about never happens and the other 10% you can always straighten out."

If his work is cleaned up, Hoffa flies home to Detroit almost every Sunday to see his wife whom he met on a picket line—and two children. Barbara, 21, is a junior at Albion College and 18-year-old Jimmy was an all-state high school football player. At home, Hoffa is a warm, attentive family man. Last year, when Barbara drove from Detroit to Denver, her father gave her the telephone number of every Teamsters local en route in case she had a breakdown.

But at work Hoffa is all tough decisiveness. He established what he regards as the cardinal Teamsters rule: "We don't arbitrate grievances," he proclaims. "We strike the bastards instead." And once a strike is started, Hoffa literally strangles his victim by degrees. "First," he says, "we close down this guy's outfit where the trouble is. Then, if he won't settle, we close him down [i.e., prevent him from doing business] in the surrounding states. Then if he still won't settle we close him down across the whole goddamn country."

Everywhere he goes, talking to his boys in Teamsters locals around the country, Hoffa is impressed by how big and brawny the members of his union are. "These fellas are so big," says Hoffa, "half the time they can't find me in the damn hall."

But when Hoffa emphasizes to his rank and file the need to adhere to a tough bargaining line, he reminds them that the men who now run freight outfits came right off the trucks and loading docks themselves and know how to fight too. If his audiences show any apathy, he has one sure-fire method of bringing them around. "You will have to judge by your own paychecks," he says, "if this union is being run right for you or whether you'd rather



have some namby-pamby running it who hasn't got the guts to stand up for you."

According to Harold Gibbons, Jimmy a few years ago was incapable of getting up in public and putting two words together. "Now," says Gibbons, "he's almost eloquent." While Hoffa is a forceful speaker, he is also a master of the mixed metaphor. "Some of these truck operators know more angles than a brass band," he'll say, or "that guy was way out in left base."

But no matter how awkwardly Hoffa expresses himself, he makes no attempt to conceal his feelings. His contempt for George Meany, A.F.L.-C.I.O. president, is unmistakable. "Meany's forgotten he's a labor man," exclaims Hoffa. "But what the hell, he's never conducted a strike in his life." Walter Reuther ranks little higher with Hoffa. "But Reuther doesn't bother anybody," says Hoffa. "He's too busy trying to become a statesman."

Hoffa enjoys ribbing paunchy Teamsters business agents for being too prosperous. Once he pointed to the president of a Teamsters local and quipped, "Have charter, will steal." But usually it is the employers who are the butt of his jokes. Once when a new freight terminal manager in Detroit restricted his cargo loaders to one toilet, Hoffa ordered the men working there to drive 36 miles round-trip to the union hall every time they had to go to the bathroom. "I'm not in any popularity contest," crowed Hoffa. "Like Harry Truman said, 'If you can't stand the heat get out of the kitchen.'"

For a while, Hoffa's associates report, the heat applied by the McClellan committee investigation had him extremely edgy. But while Hoffa admits that almost a third of his time is still taken up just combatting this committee, he makes light of this in his talks around the country. He calls the hearings "McClellan's Playhouse 90," claims "Senator McClellan has the imagination of a mouse," and refers to the committee's chief counsel, Robert Kennedy, as "The Little Nut." "I understand Bobby likes to play touch football," says Hoffa. "I sure would like to play with him some time."

In March 1957 Hoffa seemingly was caught red-handed by the FBI in Washington slipping 20 \$100-bills to a lawyer named John Cyr Cheasty, whom Jimmy had hired to swipe secret testimony from the McClellan committee. Brought to trial on bribery charges, Hoffa appeared a cinch to be convicted, and in all probability would have been except for a clever gambit by his counsel, Edward Bennett Williams. Williams managed to get eight Negroes named to the jury. During the trial former heavyweight champion Joe Louis sauntered into the courtroom "to see what was happening to my good friend Jimmy" and ostentatiously to shake Hoffa's hand. The jury acquitted him, Joe Louis' good friend.

Hoffa today does not deny paying off Cheasty. "This was a war," explained Hoffa, "and Cheasty was a goddamned double agent. Cheasty even admitted in sworn testimony that I hired him first. So the committee was really hiring my lawyer."

But the McClellan committee's repeated references to racketeers in his union really get Jimmy's goat. "Twenty years ago," said Hoffa, "the employers had all the hoodlums working for them as strike-breakers. Now we've got a few and everybody's screaming."

There are many men of questionable character in his organization that Jimmy backs to the hilt. "Look at Joey Glimco in Chicago," Hoffa says. "Just because he's Italian and gets bad

CONTINUED



IMITATION OF BECK by deaf-and-dumb Teamster amuses Hoffa at Local 776 dinner in Harrisburg,

Pa. With Hoffa is aide, Larry Steinberg (left), and Ray Cohen, Teamster trustee from Philadelphia.

PALMS PRESSED TOGETHER HOFFA DESCRIBES ORDEALS OF SENATE HEARING TO LOCAL 776 MEMBERS



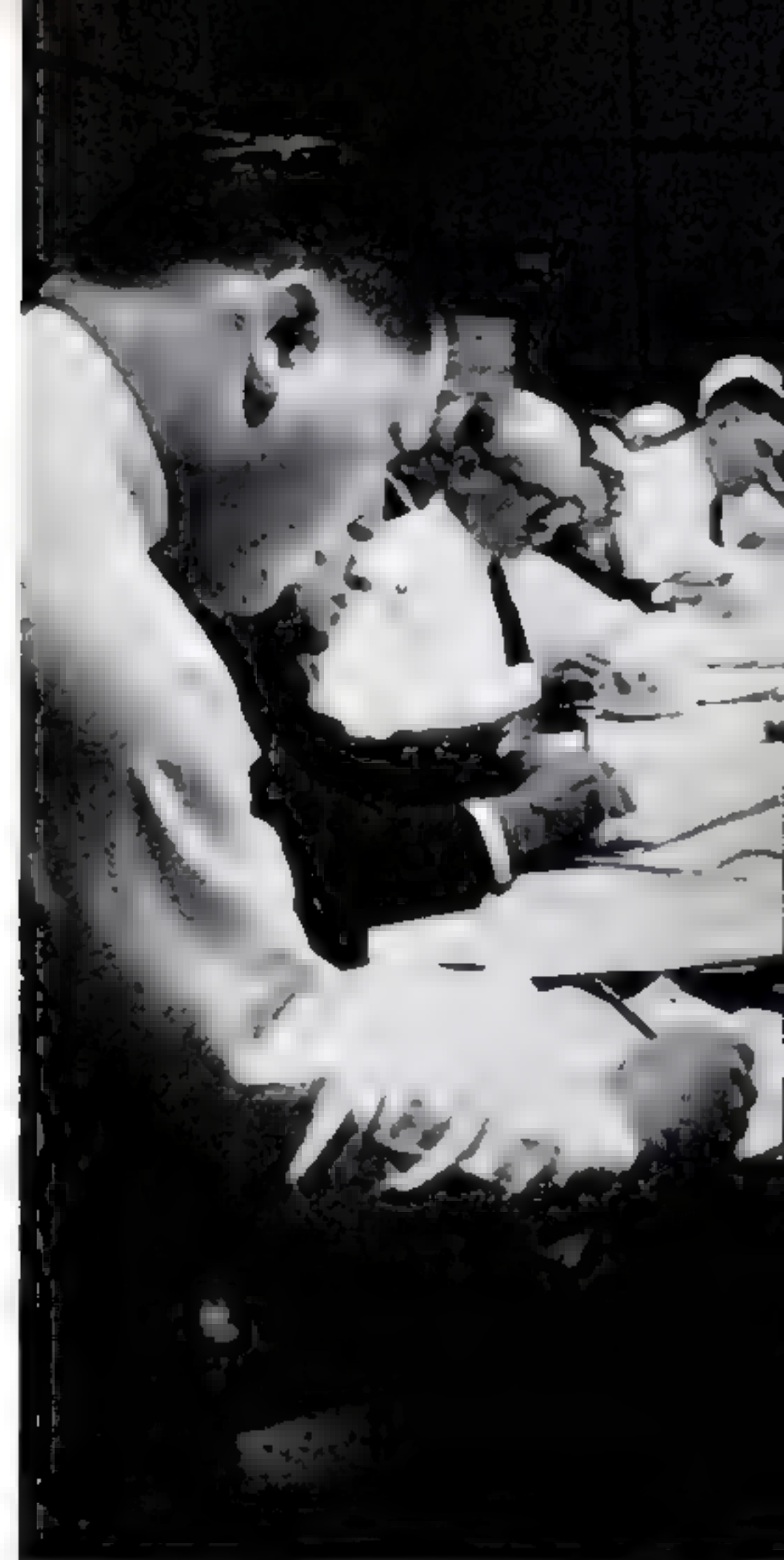
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**WATCHDOGS** The three monitors (from left), Goitery Schmidt, Martin O'Donoghue and Daniel

Maher, were commissioned by court decree in January 1958 to clean up union. Recently Hoffa filed circuit court appeal to override and eliminate them.



**ATTORNEYS** Beset by legal problems, Hoffa (at left) frequently summons a full complement of lawyers to

## TEAMSTERS CONTINUED

writeups everybody says he's a racketeer. That's no easy job of his, running a bunch of cab drivers. They'll climb all over you if you don't watch out."

Hoffa is scornful of the monitors whom a federal court appointed last year to watch over Teamsters affairs. "It is almost impossible in words to describe the problems that have been created by the monitors," says Hoffa. "In 16 months the monitors have received only 100

letters of complaint from the 1.6 million Teamsters members, and most of them were originated by the monitors themselves. You should see the confusion in the monitors' office. Each complaint is handled by five lawyers and two secretaries and that doesn't include the three monitors who are lawyers themselves."

If anything, the Senate hearings and Jimmy's other troubles have actually enhanced his popularity among his own membership. Never in any speech to Teamsters rank and file during our three-week tour with him did he fail to describe in dramatic detail the indignities of the Senate hearings—the glare of TV lights, the battery of lawyers, the gawking spectators. "We have no friends in Congress we can depend on," he declares. "The only thing we can depend on is our own solidarity."

Actually, Hoffa has no need to resort to histrionics of this sort. Except for puny pockets of resistance he now has the membership of his union right behind him. His Teamsters know him as a hard worker and a hard bargainer. Many truck line owners regard Hoffa as one union boss who abides by his contract. "We don't bargain easy," says Hoffa. "We try to make as good a deal as we can. But if we make a bad deal we live with it."

But, more than anything else, what has secured Hoffa in his position as the unchallenged boss of the Teamsters is the union's phenomenal growth. Not long ago, when the Teamsters launched a major organizing drive aimed at taking over the workers at the Esso refinery in Baton Rouge, La., Hoffa flew down to get things started. "What a ruckus was going on down

there," he said. "All the housewives were telephoning their friends saying we got to keep the Teamsters out of town. They were saying the Teamsters had too much money and too much power. Now, tell me what the hell kind of a union does a guy want? If it hasn't got money and power what can it do for him?"

Because Hoffa's continued power is dependent on organizing, he is determined to get strong, persuasive men for this job—ex-truck drivers, loaders and warehousemen, or as Jimmy calls them, "members of the craft." "I don't want any college boys in their slimmed-down Ivy League suits doing my organizing," says Hoffa. He pays his organizers well—a minimum of \$20,000 after two years.

Besides his intensive organizing, Hoffa is further extending his power through pacts with other transport unions, like the National Maritime Union, the Seafarers' International Union, the International Longshoremen's Association. "Some people try to tell me I shouldn't have anything to do with Harry Bridges," says Hoffa of the Communist-leaning leader of the longshoremen. "Harry Bridges has a strong union, hasn't he? I'll tell you the Teamsters and the Longshoremen are a natural together."

Now that he is expanding in all directions, with the power, wealth and membership of his Teamsters at an all-time peak, what is it that Hoffa wants? "I want this to be the greatest international union that was ever dreamed of," he says.

How, then, can Hoffa make this dream come true? "We may eventually have to do what labor unions do in Europe," he replies, "and



"THE HALL," as Hoffa calls his Washington headquarters, is a \$6 million Italian marble building.





main conference room in Teamsters headquarters. One corps of legal experts is presently pursuing case to eliminate monitors, who have not cut into Hoffa's

authority in the union but have forced him to spend considerable time fighting or getting around them. At this moment the 25 lawyers above are drafting

amendments to the Kennedy-Ervin Bill. Teamsters got Wayne Morse to introduce the amendments in Senate. Hoffa kept this group working until 2 a.m.

call general strikes. We are organizing in all transportation fields. We are trying to create a conference of transportation unions. So we are now in a position to control the strike issues. If Congress is stupid enough to pass a bill banning secondary boycotts we'll fix it so all our contracts expire on the same day."

Hoffa sees nothing wrong or worrisome in having so much power in his own hands. "Power," he says, "is only bad when it is used bad." While this may imply that Hoffa intends to use his power well, there is no assurance that he will. The fact is that he can use his immense power as he pleases. And essentially he is still the tough little man who battled his way up from the picket lines to the top of the Teamsters. When the time comes for him to make decisions that can hurt more people than just his own rank and file, Hoffa will have little to bank on beyond his own rude beginnings and meteoric rise.

If there is one thing to which Hoffa is oblivious it is public opinion. As far as he is concerned, the whole country could be against him and he would not care, as long as the Teamsters themselves were still behind him. One day on the way out to St. Louis airport we passed a funeral procession of only a dozen cars. "Poor sonofabitch!" said Hoffa. "The guy didn't have many friends. I tell you, when I die I'll have the biggest funeral in the world. Everybody'll come just to make sure I'm dead."

**AT HOME** Hoffa reads paper in dining room of his \$6,800 Detroit house where he has lived 20 years.



CONTINUED





At headquarters Jimmy carries birthday cake to one of his boys

Next week: How Teamsters move in on a town and conquer new territory





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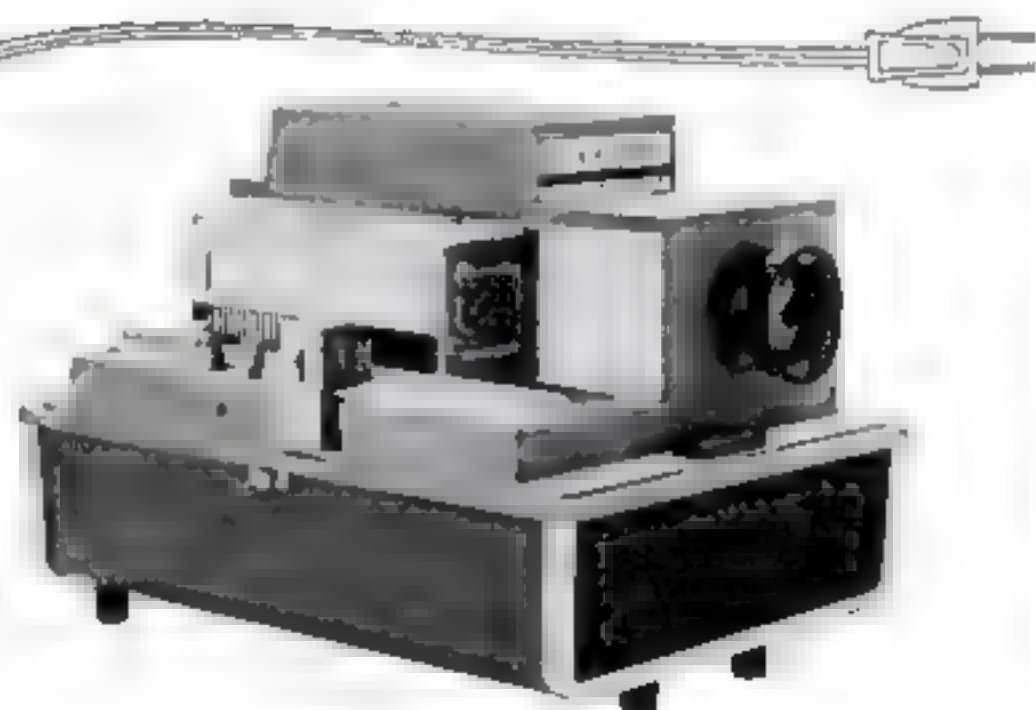
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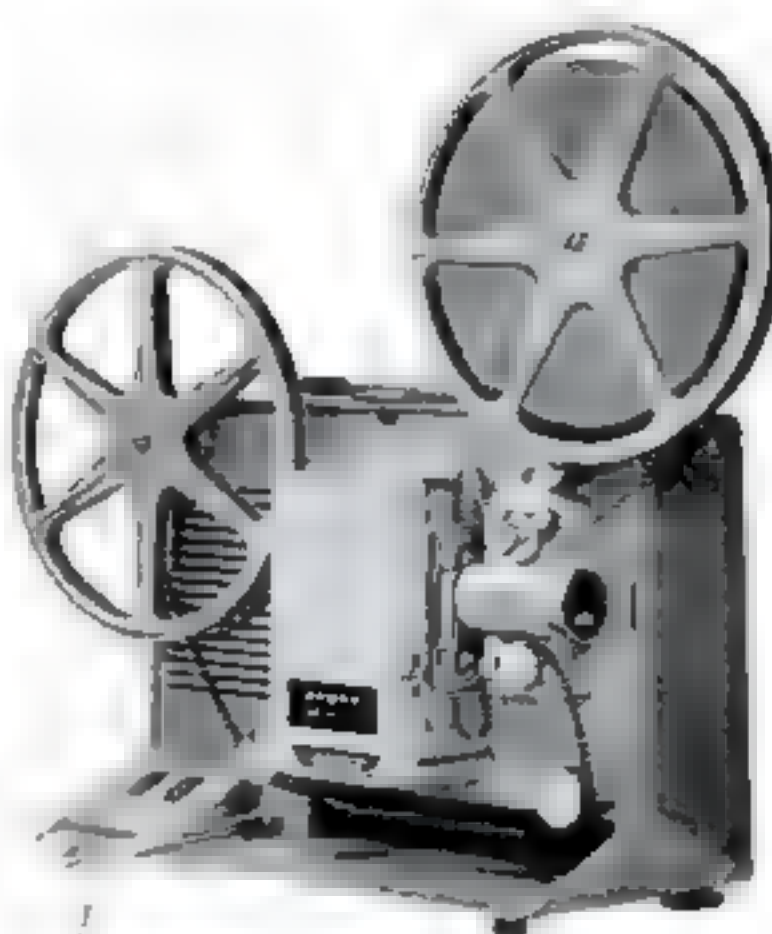


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# Our Six Years in Washington's Whirlpool



AT INAUGURAL BALL in Washington, when her husband was presidential aide, Rachel Adams—style

with Sherman in receiving line to welcome guests at the start of President Eisenhower's second term



IN NEW HAMPSHIRE, SHERMAN AND RACHEL ADAMS

## WIFE OF PRESIDENT'S

by MRS. SHERMAN ADAMS

**F**OR six seasons I watched spring, in all its fragrance, arrive in Washington, D.C. Now my husband and I are enjoying the beginning of a more elusive springtime in our village of Lincoln, N.H. After nearly 20 years in public life it is wonderful to be back.

This is the New England where we were born, where we grew up, and where we were first drawn together 37 years ago. Here we have brought up three girls and a boy, and they, like us, appreciate country living. In this past winter our grandchildren were following their ski and snowshoe tracks—and even breaking trail at times.

As we were when the first snow fell, we are now excited about the arrival of spring. Winter, lingered with its usual tenacity. The frost went deep and the snow piled high. We are partial to those exhilarating, frosty days and all the good times that go with them, but spring has a





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## FORMER AIDE REVEALS EXCITEMENT AND HAZARDS OF CAPITAL LIFE

fascination too and a promise of the things the coming months have in store for us.

The roar of high water in the river across the field and down over the bank announces that the east branch of the Pemigewasset has finally broken out of the icy grip of winter. Its cold fingers are reaching up onto the slopes of Kancamagus and Whaleback mountains, pulling down the last reluctant pockets of snow. It is time for a close inspection of our favorite trout pools (*see cover*), and the rods and reels, flies and lures are all in readiness.

We are now a long, long way from Washington. As I look through my window at the tall evergreen spires and the mountains beyond listening to the music of Tchaikovsky's *Piano Concerto*, I say to myself: *this is living*. And I should never have appreciated what this really means to me and my husband had it not been for the Washington experience. The Washington years were the most strenuous I have ever known. They were the most interesting years

too, for life in Washington has many different aspects—but underneath the thin, superficial covering there are treacherous spots for the careless. Like an icy ski-slope late on a gray January afternoon, Washington is full of unexpected hazards. We met them all, beginning with the 1952 election.

### The Governor gets a job

**M**AYBE Ike would have been elected to the presidency if someone other than my husband had been managing his campaign, but I sincerely doubt it. The Governor (the title he has had ever since he was elected governor of New Hampshire in 1948) had what it took to make the crusade work, and he gave it all he had. Nothing was too hard to try. Nothing was impossible until proven so. The President-elect acknowledged these traits by asking the Governor to be his chief-of-staff in the White House—just about the toughest job a

man could have. That is how I happened to leave my New England home and family and take up housekeeping in Washington.

The nation's capital, with its first change in administration in 20 years, ought to have been a paradise for house-hunters from New Hampshire, for there was a mass exodus of Democrats. But though there was a wide range of real estate available, the prices all centered pretty much around one level, which was high. "Oh, you Republicans," one realtor said to a friend of ours. "You all insist on living without your incomes."

The Governor managed to find time for only two or three house-hunting expeditions with me. There was a quick inspection of some real estate which a delightful blonde with an ambrosial accent "just knew" we would like. The blonde went over well with the Governor, but neither of us was interested in the property. The charming old federal place on Capitol Hill, which we eventually rented, wasn't just what





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**ARDENT MUSIC LOVERS** Governor and Mrs. Adams listen to a symphony on hi-fi set. Painting on back wall is of Daniel Webster, an Adams hero.

## MRS. SHERM ADAMS CONTINUED

we were looking for but there was no time for more house-hunting. The inauguration was at hand and the need to get settled was urgent.

Just as the change of administration affected the real estate business, so vibrations were felt in other circles on the Washington scene. Hostesses were busy replacing the old names with new ones. It was astonishing to find how quickly some of those hospitable souls could accommodate themselves to the new political order. Of course, many of those warmhearted women had a preference for Republicans and were overjoyed at the change which was finally taking place. They were intent on making up for lost time.

Washington hostesses soon discovered that some of the new faces in the government were not going to be seen too often at late evening affairs. Most of the men on the Eisenhower team felt as my husband did. They had come to Washington with determination to do a good job, and they thought one of the best ways to accomplish their purpose was to use the nights for rest and preparation for the next day's duties.

For the first few months of the new Administration I, too, was scheduled to be out of circulation. We had barely settled in the C Street house and got past the hectic excitement of the inauguration when I received a terribly discouraging piece of news. A series of X-rays revealed an early tuberculosis. Less than a month after starting our new life in Washington, I entered the hospital. I did not leave for six months.

In many ways this was the most trying period of my life. I had never been sickly. I certainly did not feel ill, and I was so disturbed at not being in the thick of things that I never fully accepted the doctor's decision to keep me in the hospital.

It must have been even harder for my husband, who was starting the most grueling job he had ever had. He thoroughly understood the needs of the new President and he labored at the Assistant's task from early morning until long after most offices in the capital city had closed. And I, who should have been able to provide him with a restful and orderly home, was now one of his burdens.

The Governor found life on C Street without a wife almost unbearable. Except for his adored Siamese cat, he was alone with his hi-fi and his homework. Each night after stopping at a restaurant for a quick dinner, he would drive several miles to the hospital for a visit. Generally too tired to talk much when he arrived, he would hand me the mail and often a special thoughtful remembrance he had brought along.

"What have they done to you today, Plum?" was his usual question.

If there had been any new medication, I would tell him about it. Then, after a few moments during which I glanced through my mail, he would rise wearily from the chair saying, "Well, guess I'll go along and get to bed. This has been a hard day, Plum." And he would leave for an empty house.

In early August I finally left the hospital. The last X-rays showed complete recovery and life suddenly seemed bright indeed after all those dreary months. My first job in Washington after my recovery was to find a house more to our liking. A not-too-large house, offering seclusion and privacy and fitting exactly into our budget, was all we asked. But everything was either too big or too expensive—or both.

One day an agent called, and the information she gave made me

CONTINUED





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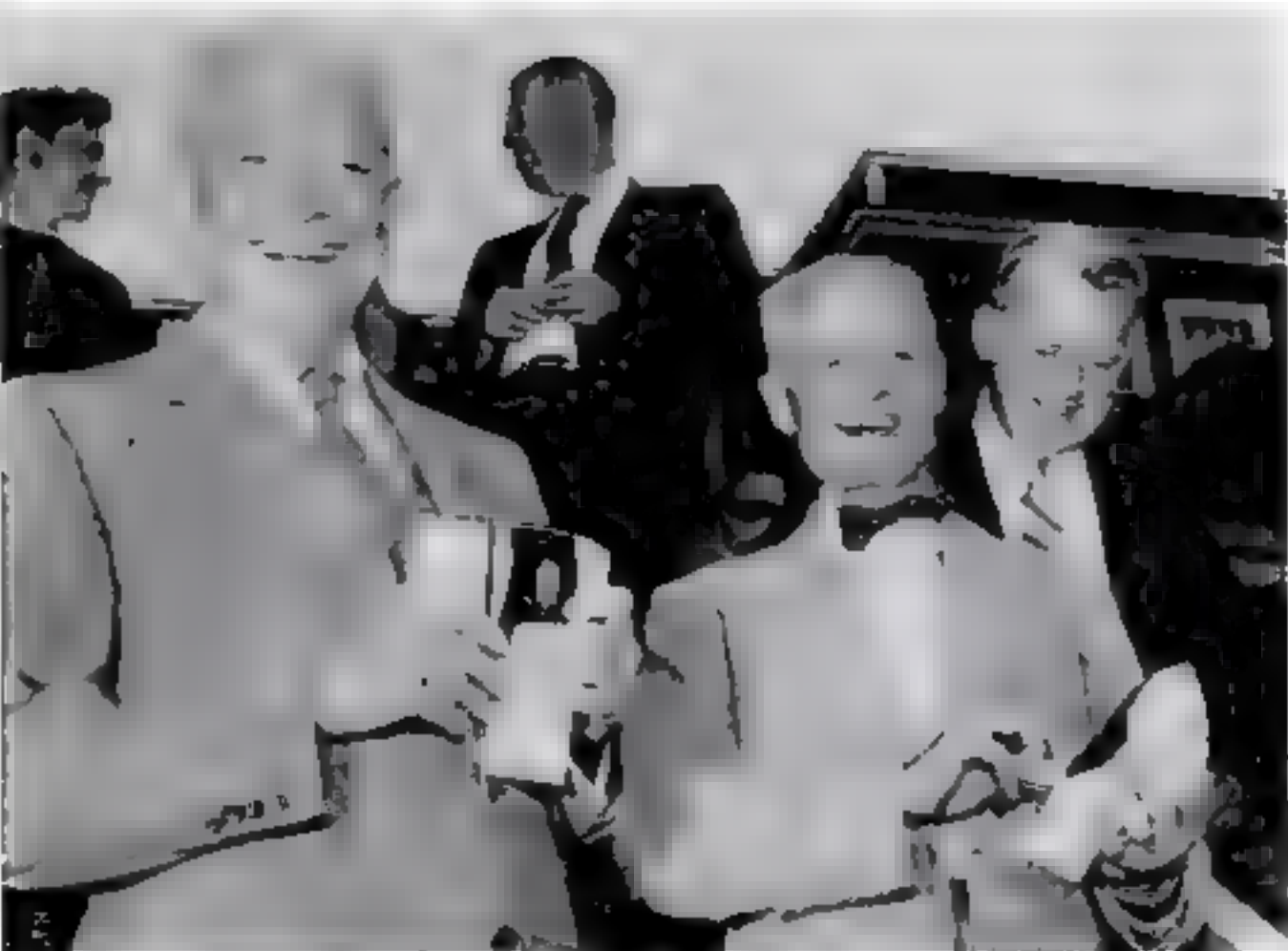


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**VISITING ADAMSES' HOME TOWN**, Lincoln, N.H., in 1955, President and Sherman Adams display police chief badges presented to them.

**MRS. SHERM ADAMS** CONTINUED

want to see the property immediately. Stepping past the gate at the Tilden Street address was like stepping from a busy city into the peace and quiet of a countryside. The old fieldstone house overlooked several acres of lawn, abundantly planted with many different species of trees and shrubs. Walking through the ancient oak door, I immediately noticed a fine portrait of Sir Winston Churchill. Like the house itself, Sir Winston had a friendly and comfortable appearance. I became more excited every minute. As I walked down the two steps from the hall into the living room and glanced around, I said to myself, "This is it, I think!" A peek into the dining room with its large tavern-type table and an immense fireplace made it hard for me to contain myself. Now I *knew* this was the place we had been waiting for.

It was our type of house: as relaxing as the slow tick-tock of the grandfather's clock by the living room door, as warm as Sir Winston's smile in the front hall, as dignified as only hand-hewn timbers and carefully selected stones know how to be, as secluded as the brown thrasher's nest in the brambles by the fence. I could hardly wait for the Governor to see it.

Next evening I herded my husband in through the gate, then for a look around the corner of the house. We went inside, went through the hall, then to the living room, then to the dining room. The Governor took in everything on the way but uttered not a word until the charm of the dining room prodded him. Then he said, with noticeable relief, "Plum, I guess you've found your house."

Our new home made the years in Washington much more enjoyable. We had privacy, but it was only a 15-minute drive to the White House. It was in the midst of Washington, yet somehow miles away.

After the all-important hi-fi was properly installed, we adopted a routine. The alarm clock pierced the dark winter mornings at 6:15. While I prepared breakfast, the Governor turned on the Washington good-music station, then went in search of the morning paper. We sat down to breakfast about 10 minutes of 7. Traces of morning light would begin to appear in the sky above the mimosa tree on the hill. As the light increased, so did the flock of crows which were slowly circling above the zoo a mile away, where it was feeding time for the birds and animals.

After a second cup of coffee the Governor would finish reading the paper, then drive to his office, arriving there about 7:30. I would not see him again until dinner time.

Home again in the evening he would immediately turn on the radio if a good-music program was scheduled or else play some of his favorite records. As long as he was in the house there was music. Evenings after dinner were often spent playing Scrabble or rummy.

In spring and summer we would get in a little golf before a late dinner. I found my golf swing had suffered considerably as a result of my sojourn at the hospital. I also worried about losing my ability to cast a fly. We both had a particular fondness for a stream, a rod and a reel. The occasional weekend trips to Little Hunting Creek, up in the Catoctin Mountains of Maryland, were always a pleasant respite after weeks of battling the Washington whirlpool.

Not having a regular maid, I always had plenty of household duties, but I made time for my special projects. The most fascinating of these was the painting class I joined at the beginning of my Washington

CONTINUED

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"I coulda broke down and cried . . . the way my family car was acting," the big, burly truck driver moaned.

## The day the truck driver almost bawled!

by Stony Jackson

### Truck Driver:

Look, Mac . . . I don't want to break down and weep all over you! So from now on, *always* give me the same oil for my car I use in my truck!

### Attendant:

You sound as nuts about Pennzoil as all my other customers who appreciate top engine performance.

### Truck Driver:

Sure I am! Used to be my car could hardly make a short Sunday haul with the family. Engine wheezed . . . chugged . . . wasted gas . . . needed tune-ups. Then last night it hit me like a load of brick! Pennzoil keeps my truck humming . . . so why not my car? I should've known that!

### Attendant:

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know about engines! It gives you smoother performance because it *cleans* your engine as it lubricates. Puts power and dependability under your hood . . . extra miles into your gas tank. Saves you trouble and money . . . in the short run or the long haul

### Truck Driver:


Now I know! And it almost makes me hawl to think I didn't switch to Pennzoil sooner!

### Author's Note:

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THE AUTHOR AS ARTIST shows a painting she made during her stay in Washington of the Jefferson Memorial (rear) and the adjacent tidal basin.

## MRS. SHERM ADAMS CONTINUED

stay. That group was made up of busy women who, like myself, found real enjoyment in applying their extra energies to some tangible accomplishment. Often we would forgo luncheons and teas to spend the time sketching one of the lovely Washington landscapes.

For a few of the government wives, Washington was an unwelcome change. They had little or no interest in either the political or social scene. Washington was only a tolerated interim between frequent trips back home. There were still others who refused to make the break from home and came to the city only for very special occasions. But for the most part wives followed their husbands to Washington, determined to try to enjoy the transformation and fully resolved to keep their sense of balance.

Many wives, of course, like myself had had some experience in public life. This helped. Our previous initiation with long lines of handshakers made the occasions in Washington "to stand in line for a little while" a lot easier. Shaking hands is an old New England custom. Campaigns and receptions during many years of public life put me in good condition for serving in the receiving lines. Meeting friendly people and introducing them to the next in line is a pleasant function—provided you wear comfortable shoes!

Protocol is one of the ever-present realities of Washington life. When we arrived in Washington the gentleman who knew most about social pitfalls and how to avoid them was the affable John F. Simmons. For a number of years as the State Department's chief of protocol he had been responsible for interpreting the rules and dispensing the wisdom in the business of being polite to people, particularly foreign visitors. But even Mr. Simmons was fallible.

In 1953 the President traveled to Canada for an official visit. The Governor was invited to go along because of his considerable knowledge of Canadian affairs and because of his friendship with numerous Canadian officials. I was also invited aboard the special train, and John Simmons went along to look after everybody's social behavior.

The party had been issued instructions regarding correct attire for all occasions while in Canada. Mr. Simmons suggested the gentlemen appear in short black coats and striped morning trousers for the official welcome in the Ottawa station. We were still some distance from Ottawa when word of a major disaster spread through the train: Mr. Protocol couldn't find his own striped trousers. Still, he was later most dignified in stripeless pants.

Precedence, which might be described as the privilege of arriving last and departing first, is an integral part of Washington social functions. When we were at a formal party, the ranking guest enjoyed all prerogatives connected with his position unless, as happened on some occasions, my husband decided he had had a long enough day. Then the ranking guest lost his privilege of departing first.

CONTINUED





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SHULTON

**MRS. SHERM ADAMS** CONTINUED

One evening we were invited to dinner at the British Embassy to honor the Queen Mother. After the reception everyone moved into the music room and settled in the rows of chairs for an informal musical program. President and Mrs. Eisenhower sat up front with the Queen Mother and Lady Makins, the British ambassador's wife. The Governor and I took seats near the back of the room.

The program was filled with old favorites, but the evening was getting on. As additional numbers were asked for, I guessed that my husband was thinking seriously about going home. Sure enough, he nudged me. As unobtrusively as possible we crept out into the hall—and ran straight into the ambassador. The Governor muttered something about its being almost time to get up and go to work and that he was sorry but he would have to be getting home. The ambassador replied very softly, "I say, Governor, I wish I could join you!"

Usually the Governor wasn't the only one ready to depart. There would be other glances in the direction of the ranking guest—glances which meant, "Don't you think it is time to go home?" Once or twice when my husband was ranking guest, everyone got to bed early.

The city's leading hostess was, of course, Mrs. Eisenhower. I shall never forget one invitation she extended especially for some friends of mine. The friends were members of a sewing club in Lincoln, and five of them came down from New Hampshire to visit me. From the time our children had been small we had always met regularly to keep up with current events and dispense with mounds of mending while enjoying each other's company. When Mrs. Eisenhower heard of my friends' impending visit, she said, "Rachel, why don't you bring your group down to the White House for tea?"

The only date still open on the First Lady's calendar was the 10th of March, the day my friends were arriving. They expected to reach Tilden Street the latter part of the morning, which would give them plenty of time to rest up and be ready for tea with Mrs. Eisenhower. But it was actually 3 o'clock when the weary ladies finally turned into our driveway. With everyone chattering at the same time it was hard for me to make an announcement which needed immediate attention.

"Listen carefully," I told them as they paused for a moment, gathering up numerous bags, packages and plants. "It is now 3 o'clock. At 4 o'clock Mrs. Eisenhower is expecting you for tea. You *have* to be ready by 3:30."

Women never unpacked so fast or forgot their weariness so quickly. Everyone appeared shining and resplendent, complete with white gloves, at precisely 3:30. Little had we imagined in those earlier years, as we lengthened growing girls' dresses or patched our boys' overtaxed blue jeans, that we would some day be having tea with a President's wife in the White House.

## Dinner at the White House

**S**TATE dinners at the White House were exciting affairs. Entering the dining room, we would find a beautifully decorated E-shaped table. The flower centerpieces were generally in shades of yellow, harmonizing nicely with the soft green paneling and gold upholstered chairs. Then there was the gold flatware, the epergnes and plateau from the Monroe administration, and the green-and-gold china from the Truman regime.

After dinner the gentlemen would leave their ladies at the door to the Red Room and have coffee and liqueurs alone. In the Red Room Mrs. Eisenhower would circulate among her guests, paying special attention to those who had not been included in a White House dinner before. Several times when a queen was present and seated on the small sofa directly beneath the portrait of Abraham Lincoln, the ladies would be introduced and have a few moments to visit with her majesty.

After about half an hour Mrs. Eisenhower would lead the way to the Blue Room where the gentlemen would be waiting. Escorts would find their partners and, with a white-gloved hand on their arm, follow the President and the First Lady into the East Room. The Eisenhowers took their place in the middle of the front row of gold chairs. Cabinet members and other top government officials settled in the rest of the front rows while in the back of the room were numerous chairs for other government officials and friends who had been invited for the musicale. After the program and the departure of the host and hostess, guests were free to depart—in the usual order of precedence.

In June 1955 we got an unusual chance to repay the President for his Washington hospitality. He was making a trip through New England and was scheduled to pass through our home town of Lincoln.

I arrived home a week before the great day and found the whole town busy with preparations for the President's visit. Several buildings along the main streets were getting new coats of paint. A professional decorator was hanging bunting. Everyone in town received a reminder in the mail or in a pay envelope asking that all lawns be cut by the time the Gentleman from Washington arrived.



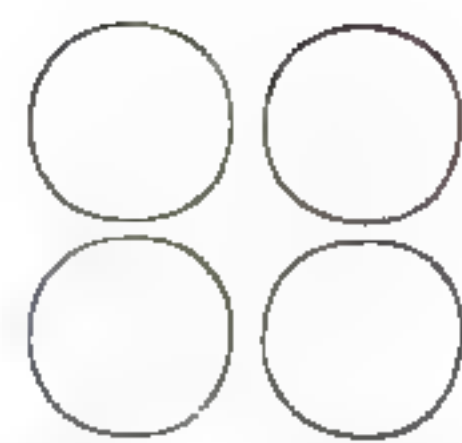


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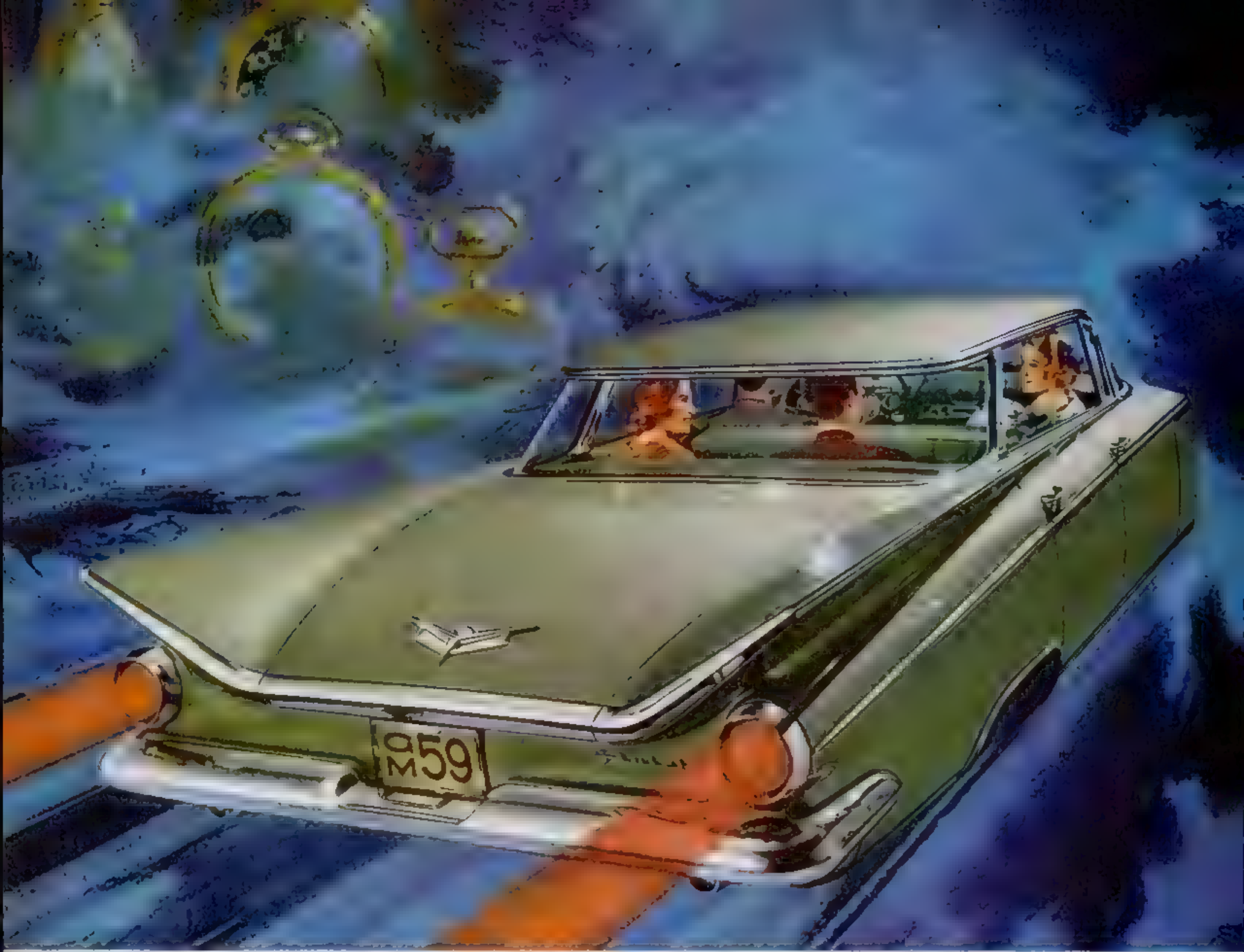
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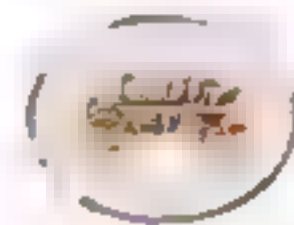
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IKE'S SIGNATURE ON WALL of Adamases' dining room, put there by President on his visit, was carefully left untouched when room was repainted.

## MRS. SHERM ADAMS CONTINUED

Then I had my great idea. There was more time on the President's schedule than he would need to get to the next town. Why couldn't he stop at our house for coffee? The idea was tremendously exciting. And practical too. Just when would a President be coming our way again?

Next day I paid a visit to the advance Secret Service detail at the State House in Concord. First, I suggested that they change the proposed route through Lincoln from Maple Street to Church Street in order that the President might see the churches, hotel, schools and library. Then, even before I could bring up the most important part of my plan, the Secret Service men confided that they were very anxious to find a place for the President to stop and relax along the way. The rest was easy. He would stop, of course, at the Adams house.

The Governor, when I called him to announce the change, was not as pliable as the Secret Service had been. It seemed as though everybody in New England had been calling him to ask that the President stop here or stop there, and now his own wife was joining the crowd. He said, very firmly, that he positively did not want to hear about the President stopping ANYWHERE not previously scheduled for ANYTHING, not even for ice cream. I never argue with my husband. I just went ahead with my plan.

The next few days were as busy as any I have ever spent. The house was scrubbed from top to bottom. One man trimmed the lawn and shrubbery; another fixed the loose bricks on the front steps; a third planed down the bottoms of the doors, which always stuck. I dabbed all scratches with fresh paint.

My silver service and tea napkins were in Washington, so I borrowed from neighbors. Homemade doughnuts and cookies were ordered. I made a final trip to the beauty shop to have my hair done but had to wait until the hairdresser had returned from fixing up a dear old lady who had passed on the night before. Then, after a last look around the house, I left for Concord where I was to meet the presidential party. Next day we would all return to Lincoln.

After the speechifying in Concord, the presidential party spent the night in Laconia. The Governor's first remark when I saw him that day had nothing to do with my plans. He merely asked, "Where did you get that hat?" When I told him that I was expecting the President for coffee, he only asked if everything was under control. I was surprised and very relieved. The Secret Service had obviously given strong support to my invitation.

The motorcade entered Lincoln by the old iron bridge. The President and my husband waved to a group of woodsmen, and we all passed under a sign which read, "Lincoln welcomes IKE and SHERM." We drove right up Pollard Road. All the neighbors were out. The town sparkled in the fresh morning sunlight. Even the Walshes' dog was sporting a big red bow.

The motorcade slowed down and stopped at our house. Being as usual on the tag end of the column, I got inside after the President and all the other dignitaries had entered, but I heard later that the President's first remark was "My, that coffee smells good!"

Everything went perfectly. We all had doughnuts, cookies and coffee. But I suddenly realized that one important thing was missing:

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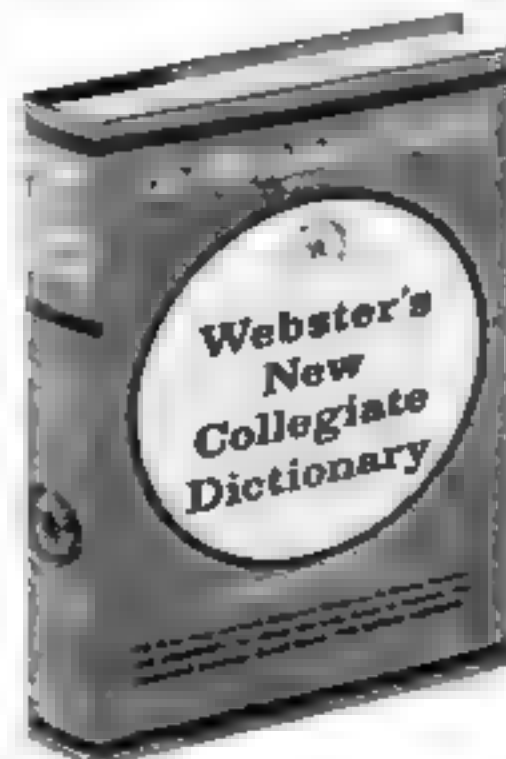
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## MRS. SHERM ADAMS CONTINUED

my guest book was in the Washington house. I just had to have the President's signature, so I asked him to write his name on the wall above where he was sitting. The Governor heard us talking and raised his brows. "What's going on?" he asked. The President grinned. "Your wife and I have a little project in mind," he replied, and then he autographed our wall.

Finally Jim Hagerty suggested that it was time for the President to leave. "Now don't rush me," he said. "This is the most relaxing place I've found. And I'm going to have another cup of coffee." When the party finally left the house a few minutes later, it was all I could do to keep from grinning a triumphant I-told-you-so right at the Governor.

That same year the world was shocked by news of the President's heart attack. In the anxious weeks that followed, my husband was a commuter between Washington and Denver. But the crisis passed; things settled back to hectic normality. The President went on to win another landslide election. As a celebration Christmas present he gave the Governor a beautiful golf bag.

The trouble was that we in the family gave the Governor a golf bag, too, not knowing what the President had in mind. My husband put on a fine show of appreciation as we watched him unwrap our present, and it wasn't until later in the day that he got up enough nerve to tell us about the duplication. "I feel terrible not keeping yours, Plum," he said, "but I don't need two bags." Naturally we agreed that our golf bag must go back to the store. One just doesn't go around exchanging gifts received from the President.

As a person raised on heavy New England winters, I was delighted one February day in 1958 when 17 inches of snow surprised Washington. Traffic was completely paralyzed. For three days snow covered the downtown streets. The Potomac was clogged with ice. It was the worst storm in 70 years.

Returning from church on that very white Sunday morning after the storm, we saw two horse-drawn sleighs cross Connecticut Avenue. I decided I would seek a similar conveyance. As usual, the Governor had work to do so he couldn't accompany me. But I called the wife of a member of the White House staff and she proved eager to go with me.

The horse we got for the job was a well-groomed and well-behaved animal but the sleigh was somewhat decrepit; the basketlike upper section was falling apart. We got hold of a set of bells and were off on a wonderful un-Washington-like tour.

### Washington sleigh ride

**T**HE ride through downtown Washington was cold and hilarious. Walkers and shovelers and stuck motorists shouted and waved as we drove past. The bells jangled merrily, silenced only at traffic lights. We even considered calling on Mrs. Eisenhower and headed laughingly for the White House. But then we decided, probably wisely, that the guards would have trouble deciding what to do about clearing a horse-drawn vehicle through the gate with two staff wives in control. Still, it was one of the most memorable sleigh rides of my life.

Watching spring arrive in Washington is a rare experience. The blossoms just seem to explode. After a warm night or two in late March or early April, the transformation is like a miracle. But equally as suddenly, all this can disappear without warning. A hard shower with a stiff breeze and the blossoms are scattered over the ground, gone until another year. During these few days of incredible loveliness, the pace of social Washington steps up. Outdoor receptions are planned, and visitors begin to arrive by the thousands.

The Cherry Blossom Festival takes over the city. The lawns in front of the Capitol are alive with groups of high school students having their photographs taken. But Washington is, by no means, just a city of beautiful blossoms, historic landmarks and happy people. There are sections full of misery and poverty. Then too, there are many individuals feeding the fires of jealousy and vindictiveness as they seek credit and political notoriety for themselves.

Our own north country can produce storms and blizzards with little if any warning, but in Washington a squall is always brewing on Capitol Hill. One of those squalls blew our way last summer. We decided that if there was going to be a turbulent change in our political climate, we would weather it to the best of our ability. My husband has never been a man to run for shelter in the face of a storm.

As the turbulence increased, I learned a number of things about political attack that I hadn't known before. One of those lessons was the destruction of the myth that "a man's home is his castle." During those days when the Governor was under fire, I had no protection against intrusion, especially by news gatherers and photographers. There were a few members of the press who didn't seem to enjoy their assignment, for they apparently had little taste for adding to the troubles of my difficult days. But they all tried to get in. Finally I became so alert that I found myself unwilling to let anyone cross



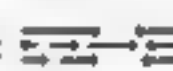
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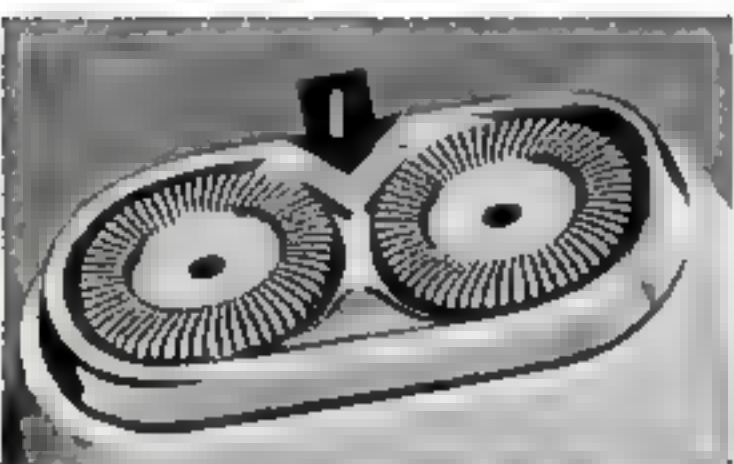
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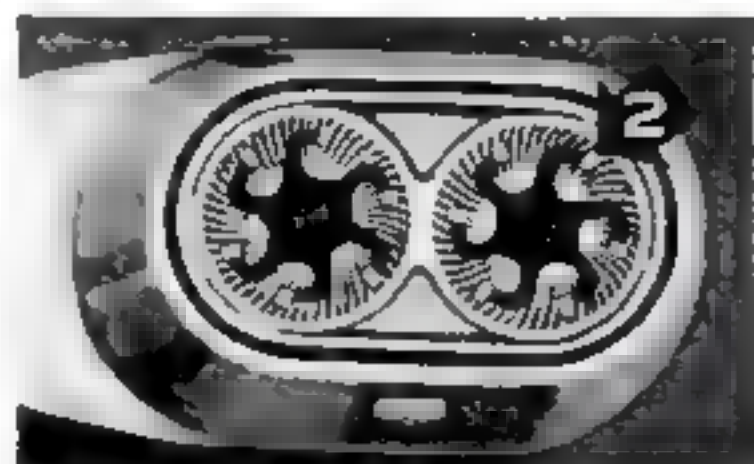
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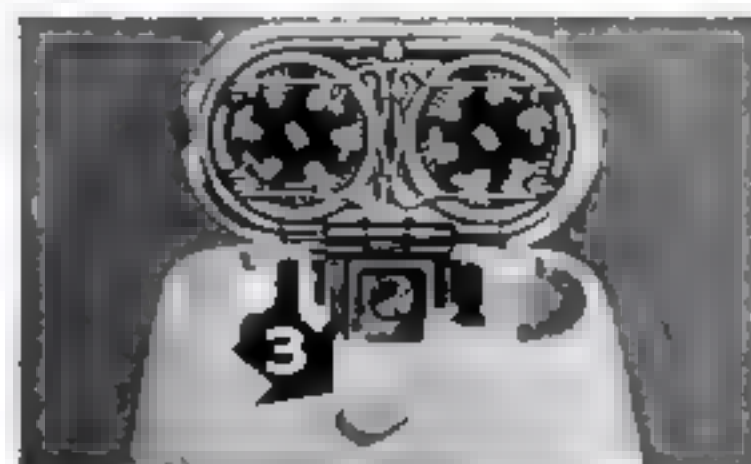
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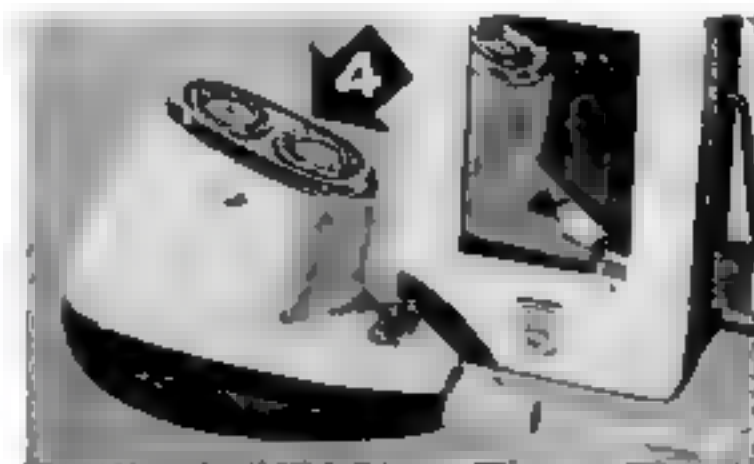
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## MRS. SHERM ADAMS CONTINUED

my threshold. My cleaning woman was my strongest protector. She looked up from her work one day to see a clergyman standing in the room. "Who let you in here?" she menacingly wanted to know. She did not realize I had returned from an errand and had invited him in.

I attended my first congressional hearing on the day that my husband volunteered his testimony, and it was later on my birthday that the President told the world he believed in Sherman Adams and needed his help. Not long after that we celebrated our 35th wedding anniversary, and in August we attended our son's wedding. Altogether it was quite a summer. In between gusts from Capitol Hill we endeavored to go about our duties and pleasures with as little interruption as possible.

September came, and the Governor went to Newport to talk with the President. Members of the press kept a vigil in front of our house. A few days earlier when he had mentioned to me that he was considering resigning, I had replied, "O.K., Sherm, but there is something else you are going to do. You are going on television and tell your side of the story."

The evening he returned from Newport I stayed at the house and watched the TV screen as my husband gave a superb presentation. Then I returned to the kitchen and finished preparing dinner.

During the days that followed, the political weather cleared. We were about to become private citizens once again. To have participated so fully in the Washington scene is a privilege not given to many. My husband is glad he could give of his strength and his talents to help elect a great President. He is also glad he could devote six years to lightening the burdensome routine of the President's office. I am pleased that I could share in those experiences with him. All the lasting friendships we found in the Washington life, all the good times we had, have come back to the hills with us in memory. We often stand at the top of one of the mountains where the view is broad and distant and look off in the direction of the Washington whirlpool, no longer even on our horizon. We look at each other and smile.



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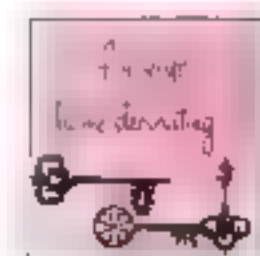
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This seems to hold true for Sam, a very shaggy two-year-old English sheep dog who during a rest from his busy Hollywood work, attended a birthday party recently and proved the social star of the occasion.

Sam, whose full name is Lillibrads Sammy's

Shadow, appears in *The Shaggy Dog*, a Disney movie about a boy who turns into a dog and foils a spy ring. His performance, his first in a movie, helped make the film a surprise box-office sensation that may top all the other Disney films including *Snow White*. But Sam is unaffected by all this and just responds lovingly when people love him. Invited to a backyard party for Jeff Zeitlin, 5, of Brentwood, Calif., Sam was primed for the occasion and then set off with a gift for Jeff in his mouth.



CARRYING BIRTHDAY PRESENT, A SPRUCED-UP SAMMY SETS OUT WITH OWNER, MRS. BULLYE ANDERSON →



# Sammy as a Social Lion



Jeff, the happy birthday boy, hurries to accept his gift from shaggy Sam when the movie star arrives.



Sam comes up as if to help when important moment came for Jeff to blow out the candles on birthday cake all decorated with cowboys and Indians. But he is not interested in the candles. What he wants is a lick of the cake.



As host opens his present, Sam, who has lost a lot of hair from too many movie pattings, gives Jeff's pate a pat.

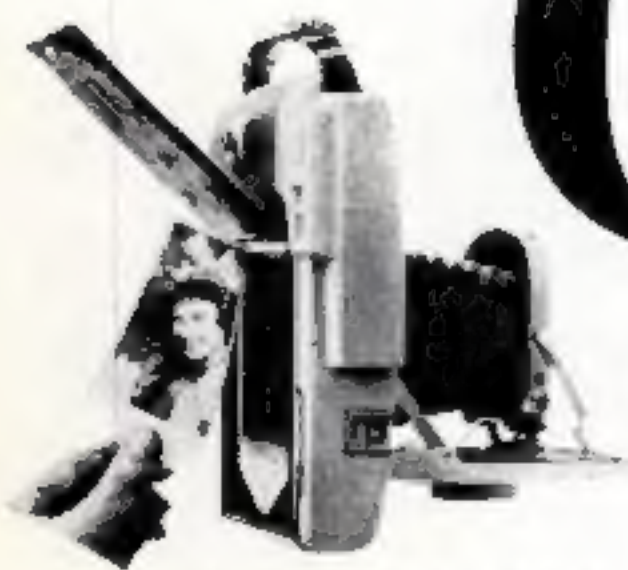
Sam likes to pat. When other guests gather to see what he would make of a toy dog, he gives that a pat, too.







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## TIME A-WASTING

By reputation New Yorkers are so busy coming and going they have no time for anything, not even the time of day. Photographer Allen Vogel was hurrying along Fifth Avenue during the morning rush hour when he saw a large clock cocked in a litter basket. It showed approximately the correct time of

day, but it stopped no passers-by and drew few glances. Vogel waited long enough to make sure the abandoned timepiece was not a watch repairman's come-on. Then, without attracting a single watcher, he snapped the picture and took the clock to his studio where he expects to fix it up for a long run.





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# V MEN OF AMERICA: SHIP'S OFFICER

*Live-action shots—aboard  
S. S. United States.*



*Great ship sailing when the tide is high,  
Manhattan towers against the morning sky.*



*On a giant liner's bridge  
you'll find a man*



*Stops and takes big pleasure when and  
where he can... Chesterfield King!*



*Always top-tobacco, straight Grade-A,  
Top-tobacco all the way!*



*This sun-drenched top-tobacco's  
gonna mean...*



*That you're smokin' smoother and  
you're smokin' clean!*



*Only top-tobacco, full king-size,  
Gives the big clean taste that satisfies!*

*Join the men who know—***NOTHING SATISFIES  
LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO**

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